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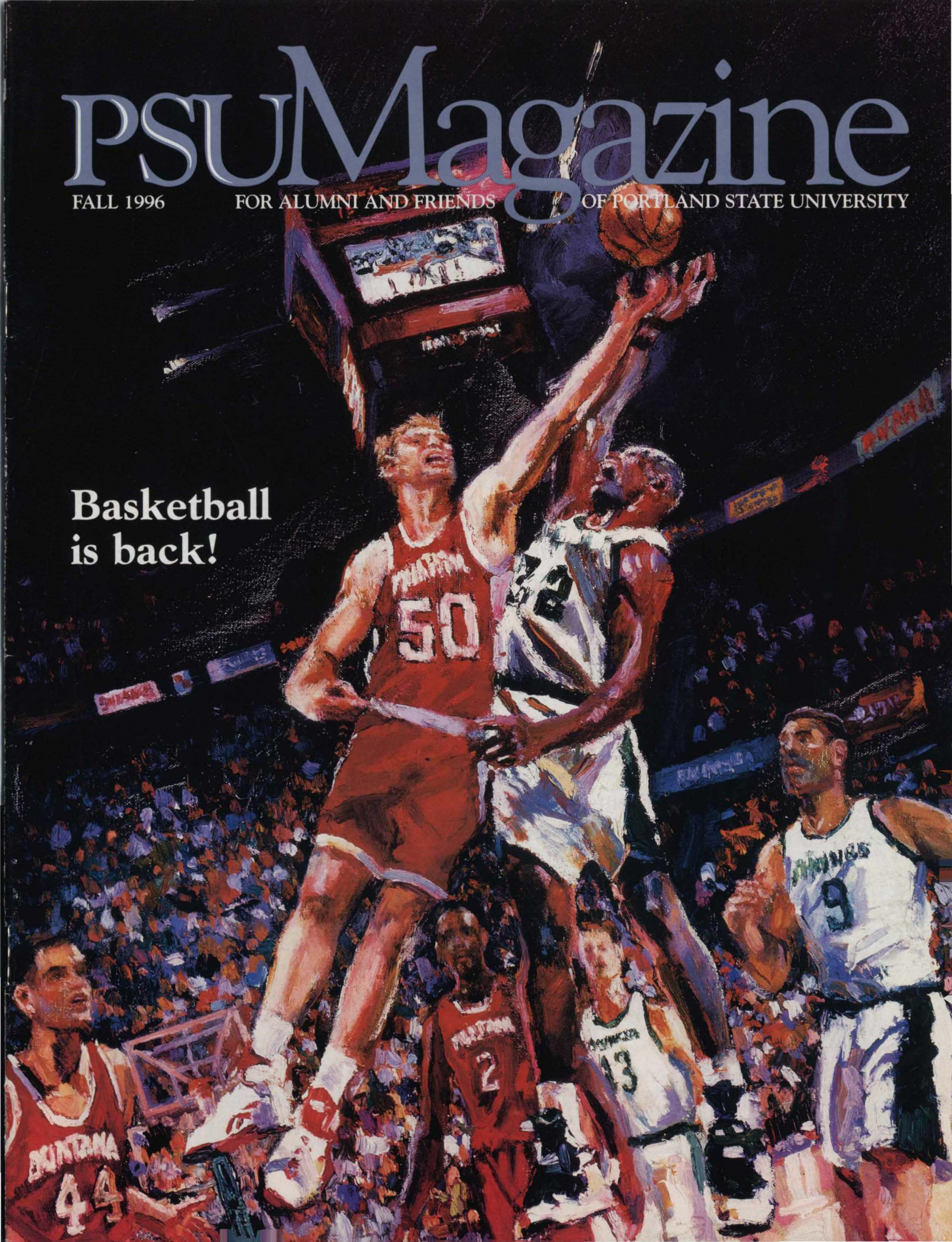
PSU Magazine

FALL 1996

FOR ALUMNI AND FRIENDS

OF PORTLAND STATE UNIVERSITY

**Basketball
is back!**



PSU *Weekend*

**OCTOBER 25-27
1996**

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Professor Barney Burke
Ketzel Levine – NPR
Terence O'Donnell – historian
President Judith Ramaley
Professor Charlie White

and 19 other outstanding speakers at

Seminar Saturday, October 26, all day

Other Special Events:

- Patron Reception – October 25
- Department Open Houses – October 25
- Sunday Tours – October 27

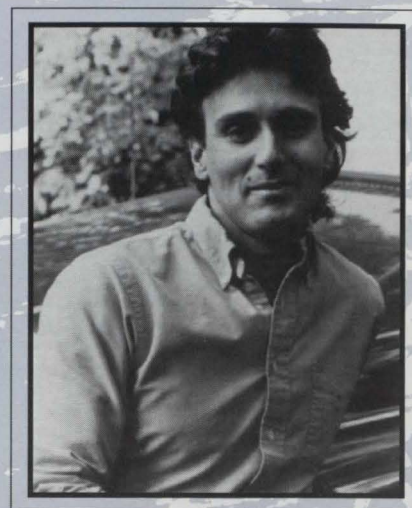
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The Business Journal
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**FEATURING
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Author of best seller
Snow Falling on Cedars

Keynote Speaker, noon, October 26

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Cover: The Rose Garden arena is home court for the new Viking team (see story on page 8). Illustration by Portland artist Blaise Jette.

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LETTERS

Engineering grad asks why

As a native of Portland, it seems that I have been hearing about school funding and budgeting issues for Oregon schools, as far back as I can remember. Also, it seems that every few years, another proposal to dismantle PSU or one of its programs, is put forth by the State Board of Higher Education.

When, if ever, will a fair and effective higher ed structure be identified for the state of Oregon? When will the most populous part of the state, get proportionate funding for its programs, which are in such high demand? These are just some of the questions I ask in response to the latest proposal under consideration by the board, to have Oregon State run Portland State's Engineering School.

Why? Can anyone really answer this question? Is it more cost effective? Or is it yet another way to divide up the pie, only this time

OSU gets PSU's engineering funding? If OSU is making the decisions for both engineering schools, then where will the money be spent? Why should Corvallis run programs in Portland, when Portland has the majority of the need and the students to fill its programs? Shouldn't the Oregon State System of Higher Education try to meet its customers needs in the best way possible? Will the customer be best served by a satellite engineering program, run from a distance? If the majority of the customers (students and companies) are in the Portland metro area, then shouldn't the local and nationally recognized urban university, be allowed to continue fulfilling its role?

PSU has built a strong, quality Engineering School in a relatively short period of time, to help meet the high demand for engineers in the state and metro area. PSU's program is a success story, a very good thing. I know, because as an engineering graduate, I thank PSU's program for preparing me for the workplace and excellent career opportunities that followed upon graduation. And there are hundreds of other alumni that have positively benefited from PSU's Engineering School as well. It is no wonder that OSU would like to be a part of this successful program.

But why does the Board of Higher Education want to consider changing a program that is working and continues to work so well? If the board truly believes that consolidation of the university system in Oregon will reduce costs of higher ed, then why are they not proposing to consolidate the entire system statewide? Could it be that schools in Eugene and Corvallis would not like to be run from a boardroom in Salem anymore than PSU's Engineering School would like to be run from an office in Corvallis?

Deanna Hotchkiss '88
Portland, Oregon

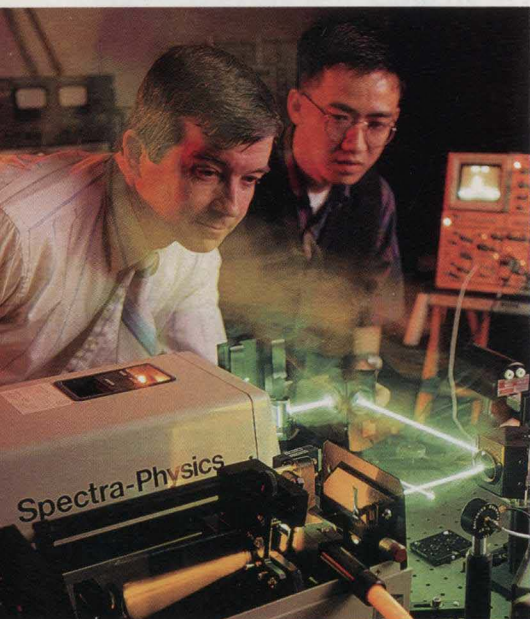
The 'Lightbulb Parable'

Yesterday morning *The Oregonian* ran an article on how OSU may be taking over PSU's School of Engineering, and how UO may be dominating graduate business education in Oregon. The journalist noted that PSU was left out of the loop. Not a new development to be sure. When I was at Portland State in the early '60s a student writer composed the "Parable of the Three Lightbulb Factories." (The big and growing bulb plants were down south while the demand was up north, etc.) That is a perennial theme at PSU it would seem.

Last fall the idea was to simply "deep-six" PSU. Now it looks like incremental dismemberment instead: take a leg now, then a hand, etc. Does this latest master scheme give PSU anything? For example, UO has given up teacher training for the most part, and OSU merged its school of education with the school of home economics. Do the new proposals perhaps suggest giving PSU a major role in teacher training? Or do the proposals suggest funding urban studies and social work outside Portland? So far the chancellor is focusing on business and technology and UO and OSU are on the receiving end.

I'm not at all clear on this but even in a time of tight budgets the other two universities never seem to be as short as PSU. And somehow they can move into PSU's "turf" quite easily. For years UO has run an ad for computer classes in Portland. Then UO rented a bigger location and became "UO in Portland." Today, June 23, they took out a full-page ad. Is there a reason for UO, not PSU, offering those courses?

PSU has always been a study in limitations. Yet somehow the school and the students learned and grew and developed no matter the severity of shortcomings. The early '60s were even more limited: few buildings, a small library, almost no campus; every student was literally a street person. We managed in and through



Advanced laser research is conducted by Professor Lee Casperson in PSU's Electrical Engineering Department.

limitations. Perhaps more than a few of us take a perverse pride in the place and how little we had to work with. Fortunately the teachers were generally committed, people wanted to learn, ways around shortages of all kinds were located. So I can deal with that part of the equation. But this never-ending threat to the very existence of PSU is harder to deal with. Can't that issue be dealt with and resolved once and for all?

Brother Brian Clearman '64
St. Benedict, Oregon

p.s. I have my M.S. from UO; often use OSU library: I'm not down on those places.

There they go again

Recent suggestions from the Oregon State System of Higher Education (or rather from the Office of the Chancellor) indicate a move afoot to close down the Portland State Schools of Engineering and Business and reopen them as outposts of Oregon State University and the University of Oregon. There they go again.

When I was at Portland State in the mid-'60s the guys from down the valley were trying to keep Portland State from attaining university status (keep those graduate programs out of Portland if we can't run them) and to stifle residence facilities on campus. (A commuter school won't compete for dominance of the system.) They lost. PSU became a university with a real campus and residence halls, and today it's a major player.

So now that PSU has fought for and gained programs and facilities of real excellence, mostly over obstacles thrown up by jealous brethren from the south, the jealousy is turning to coveting. Nice Business School you have there. Nice metropolitan base. I'll get Dad to give it to me, because I'm bigger.

In 1990 the Governor's Commission on Higher Education in the Portland Metropolitan Area made these two good recommendations, among others:

1. Develop an organization to coordinate academic programs and administrative arrangements among the

state's institutions of higher learning; and

2. Develop Portland State University as a university serving the needs of Greater Portland.

Taken together, those recommendations mean that Portland State should have first call on serving the needs of Greater Portland, and administration of the State System's academic programs in Portland is first and foremost a Portland State concern. I have a copy of the Governor's Commission Report, if the chancellor needs to borrow it.

Portland State has always run leaner than other State System institutions. From a lower financial base to start with, PSU has cut more and done more with the little remaining than anybody else. But now that the State System of Higher Education is approaching the legislature for increased funding, it isn't seeking to add back funds to Portland State in proportion to what has been lost. Why is that? If I were paranoid, I'd see the beginning of a softening up process. But being just an alumnus with a view on history, I see ... well, pretty much the same thing.

The tragedy of all this expensive and distracting maneuvering from downstate is that Portland State's success is inevitable. History will repeat itself, those guys will lose again, and PSU will continue on its path to becoming the flagship institution of the State System of Higher Education. Portland State will win out not because of luck and certainly not because of influence in seats of power, but because demographics and economics demand it.

Maybe PSU will someday be called the University of Oregon, but it will come about from natural development of the existing institution not from a replay of Iraq's invasion of Kuwait. It's time for everybody to stop the turf-grabbing games and think about working together.

Jim Westwood '67
Portland, Oregon

PSU Magazine wants to hear from you. Send your comments to PSU Magazine, Portland State University, P.O. Box 751, Portland, OR 97207. We reserve the right to edit for space and clarity.

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AROUND THE PARK BLOCKS

Business School business

Confusion reigned this summer following the State Board of Higher Education's June meeting. Media coverage had PSU refocusing the mission of its graduate business program with University of Oregon providing direction and leadership.

This is not happening.

The only issue remaining on the table that affects PSU's School of Business Administration, according to President Judith Ramaley, is the design and delivery of a statewide MBA program. This program allows students to earn a Master of Business Administration at sites off campus.

Chancellor Joseph Cox has asked UO to look at developing a fully interactive statewide MBA program that could replace PSU's awarding-winning program.

"Whether a change will actually occur in how a program is provided

and who will provide it, depends on the feasibility of the proposal," says Ramaley.

Portland State is a veteran at running a distance learning MBA program. Since 1988, the PSU Statewide MBA Program has graduated 130 students from around the state, according to its director, Katherine Novy. Students view classes on video that were taped the previous week on the PSU campus. Interaction with class instructors is done over the phone, through computer conferencing software, and at one two-way broadcast session a term.

In 1991, the PSU Statewide MBA Program was named the Most Outstanding Credit Program by the National University Continuing Education Association.

The chancellor has asked UO to propose a program that makes each lecture an interactive session between students and faculty. This technology is

expensive, says Novy, and corporate sites do not have the facilities. PSU's Statewide MBA Program, which is self supporting, relies on videotaped lectures, and half the classroom sites are at private businesses.

"Research shows that student learning is determined by program quality and service and not by the technology used," says Novy, who has also worked with PSU's Graduate School of Social Work to develop a distance learning MSW program.

UO, in cooperation with PSU and OSU, has an off-campus Oregon Executive MBA program located at the Capital Center in Beaverton. However, UO's Business School has no night MBA program and little experience in distance delivery programs.

With permission from the chancellor, PSU continues to recruit for Statewide MBA students for 1997 with the expectation that they will complete their course of study through PSU.

FROM THE PRESIDENT

Change is never easy, particularly in a large organization such as a university, but it can be exciting and rewarding as well as productive. Our change process is likely to get a lot



more exciting, rewarding, and productive this fall. We have learned that the W.K. Kellogg Foundation has awarded us a special \$1 million grant to assist us in our efforts to make institutional and academic changes, particularly in undergraduate education. At the same time, we have been named one of three national finalists for a Pew Charitable Trusts Leadership Award for

the Renewal of Undergraduate Education. Winning that award, to be announced in late October, would enable us to advance faculty participation in the process of change. The Kellogg award and the outcome of the Pew competition will be covered in detail in a future PSU Magazine, but right now the question is, what do these latest announcements mean to Portland State University?

First, because these are national awards, they bring national recognition to PSU. We will be among a select handful of institutions in the country which, in the words of the Kellogg Foundation's John Burkhardt, "are national examples of leadership in bringing about transformation."

Second, these awards are an affirmation of several years of creative thinking and plain hard work by faculty and staff. Kellogg had special praise for our involvement of students, staff, and faculty in the process of change, particularly in reshaping the undergraduate curriculum, which now emphasizes community service and uses an interdisciplinary learning approach.

Finally, these awards will allow us both to expand our efforts at curricular change by accommodating the growing pool of faculty anxious to participate and to share our experiences with colleagues at campuses around the country.

In announcing the Kellogg award, John Burkhardt said, "(We) have always believed higher education serves an important purpose in building American society, and we believe that as society is changing, change is expected of higher education."

At PSU, we are committed to staying on the leading edge of the kind of change Mr. Burkhardt is calling for.

Judith A. Ramaley, President

U District bolstered by building acquisition

Portland State can check off another University District wish-list item. In a unique real estate deal, PSU has acquired 60 percent interest in the US West data processing building at SW Fourth Avenue and Harrison Street.

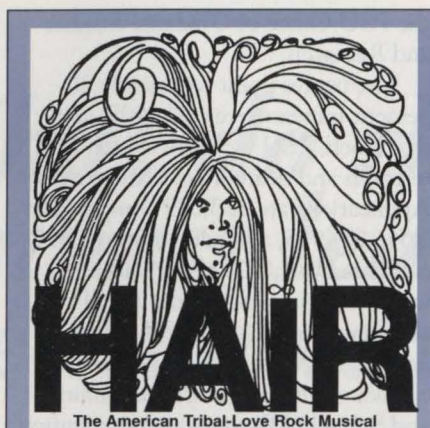
This acquisition represents a significant development within the 52-block University District. Since the district gained official recognition in 1995, the University has: built Harrison Hall, received \$7 million in federal money for the Urban Center and University Plaza, hired an architectural team to design the building and plaza, entered negotiations with Portland Public Schools to build an elementary school on campus (see story on page 29), and worked with business and civic leaders to bring the proposed Central City streetcar to the west side of campus.

This newest achievement, the acquisition of the US West building, was made possible through an unusual partnership with a private developer: Gerding/Edlen Development Co., of Portland, which owns the remaining interest in the building.

For the University, the 195,000-square-foot building provides much-needed office space for departments that will be displaced when the Urban Center is constructed. It will also provide additional parking and lab space for the School of Engineering and Applied Science.

For the next several years, PSU and Gerding/Edlen are renting out much of the building to a variety of tenants, including the Portland Development Commission, city of Portland, and PacifiCorp. PSU's School of Extended Studies is immediately moving some classes and offices to the building.

Nearly all debt and operating costs associated with the building will be paid by PSU from rent and parking revenues. The price for PSU's initial acquisition was \$11.6 million, which was financed through the issuing of state building bonds. PSU has the option of purchasing Gerding/Edlen's remaining interest for \$6.6 million in the next several years.



Irreverent, controversial, and a hit back in 1968, *Hair* is the Department of Theater Art's fall production. Hear "The Dawning of the Age of Aquarius" and "Let the Sun Shine In" in Lincoln Performance Hall Nov. 14-23. For tickets call the PSU Box Office at 725-3307.

Be a guest of the court

King Arthur—central character in the epic legend of family conflict—is coming to Portland State.

A national traveling exhibit, "The Many Realms of King Arthur," opens Nov. 8 and runs through Dec. 20 at the Branford P. Millar Library.

The presentation explores the literary history of King Arthur, Queen Guinevere, Lancelot and Galahad, and the knights and ladies of the Round Table that have evolved through folk tales, ballads, poems, and aged manuscripts.

Organized by the American Library Association and the Newberry Library of Chicago, the exhibit has received critical praise across the country. Funding is from the National Endowment for the Humanities.

Portland State is one of a few libraries selected to host the exhibition.

Several concurrent free lectures and events are being coordinated by Friends of the PSU Library.

Geoffrey Ashe, Arthurian and author, speaks at a Nov. 10 public

reception that includes medieval and Arthurian activities and guided tours. The week of Dec. 2-5 includes appearances of Ruth Hamilton, director of Chicago's Newberry Library, which houses a noted collection of Arthuriana. A medieval dinner of venison and trout is scheduled Dec. 4 at the Riverside Inn.

PSU academic departments also are scheduling a series of readings, musicals, and panels.

A schedule of events, classes, and additional information is available from Charlotte Brown at the PSU Library, 725-4575.

Social Work gets \$2.2 million for center

The Graduate School of Social Work has received a five-year, \$2,228,070 grant from the National Institute of Mental Health to establish a Social Work Research Development Center, one of only four such centers in the nation.

The School was selected from among dozens of major schools of social work across the United States. The center's purpose is to increase social work research in the area of public mental health.

"This grant provides a unique opportunity for the School and PSU to develop and test interventions and services which can improve the mental health of the community, particularly for those adults and children who have major mental illness," says Robert Paulson, center director and professor of social work.

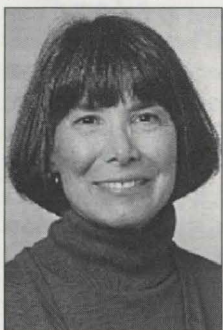
Two pilot programs will be funded during the first year. One will explore the special problems that parents of children with serious emotional disorders have in balancing work and family responsibilities. The second will examine the impact of parents' subsidized private employment on their and their children's mental health, as part of a continuing evaluation of Oregon's new welfare program, Oregon Options.

In addition, the center is applying jointly with the Oregon Mental Health Developmental Disability Services Division to become a post-doctoral research fellowship site.

Researcher appointed to presidential commission

What are the consequences of testing new drugs on people with schizophrenia? Is hope for a better treatment reason enough for one individual to lose touch with reality as current medication is withdrawn?

These ethical questions have both personal and professional meaning for



Patricia Backlar, a senior research associate in the Philosophy Department. Backlar has been appointed to a presidential commission concerned with finding a balance

between the needs of researchers and the rights of human research subjects. As a member of the National Bioethics Advisory Commission, she will help guide federal agencies on ethical conduct during human biological and behavioral research. Harold Shapiro, president of Princeton University, is heading the commission.

Backlar specializes in the concerns of individuals with severe and persistent mental disorders. Her career choice was heavily influenced by her son, who was diagnosed with schizophrenia in 1981. She wrote about her experience in the book, *The Family Face of Schizophrenia*, published in 1994 by Putnam Books.

In addition to serving on the faculty at Portland State, Backlar is a senior scholar at the Center for Ethics in Health Care at Oregon Health Sciences University. She is also the editor of the ethics section for the *Community Mental Health Journal*.

Grad student count up

Graduate student applications and admissions for the 1996-97 academic year are up significantly from a year ago, according to figures compiled by

the PSU Office of Graduate Studies and Research.

The figures point to a nearly 20 percent increase over fall 1995, says Roy Koch, PSU vice provost for research and dean of graduate studies. Applications are at 3,077 compared to 2,516 in 1995, and admission is 1,327 compared to 1,072 last fall. The increases appear across the board but are most evident in the School of Engineering and Applied Science, School of Urban and Public Affairs, and School of Business Administration.

"It appears we have the ability to address the additional students we're expecting this year, but we couldn't continue to do so if this kind of trend continues," says Koch.

Portland State grants more master's degrees than any other state university in Oregon.

An enrollment boost is also expected in undergraduate programs. The number of undergraduate applications for 1996-97 is up 9.5 percent over fall 1995, and undergraduate admissions is up 3 percent from a year ago.

Casino Night fills in

It will be an "ultimate" event but different from the one PSU supporters have come to know for the past seven years.

Ultimate Casino Night is filling in this fall for the usual Ultimate Tailgate fund-raiser. Sponsored by the Viking Club, the event will include food, drink, and even an auction. This year's big attraction is blackjack, roulette, craps, and speed bingo.

The Ultimate Tailgate is scheduled to return in 1997 as a bi-annual event.

Events run from 7 to 11 p.m., Friday, Oct. 18, at Montgomery Park. Cost is \$50 per person and includes food and casino script. Proceeds go toward student scholarships. Sue Remy, sales associate with the Hasson Company Realtors and past president of the Viking Club board, is chairing the event. Jack Garrison, co-owner of Nautilus Plus fitness centers, is this year's board president.

For Ultimate Casino Night reservations call the Viking Club at 725-5639.

Students offer low-cost economic forecasts

Area businesses, government agencies, and other organizations that have had difficulty getting reliable local economic data and economic forecasts now have a new source to turn to: the Department of Economics' Applied Economics Research Group.

Graduate students, under the supervision of four economics professors, will focus on low-cost, small- to medium-size projects that larger economic consulting firms may not typically handle. Local economic forecasts and data will be supplied with the cooperation of the PSU-based Institute of Portland Metropolitan Studies.

"There are small businesses and government agencies that need work done, but it's too much for them to pay a large amount to a large consulting firm. We're trying to fill that niche," says Tom Potiowsky, professor of economics and coordinator of the research group.

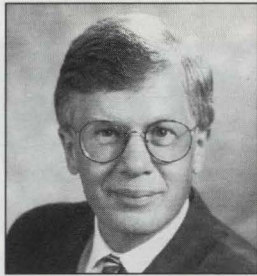
Last fall, the group completed an economic analysis of Australia for PacifiCorp, which was considering purchasing the Australian utility Powercorp. PacifiCorp did eventually buy Melbourne-based Powercorp, based in part on information provided by the PSU economics students.

The PSU group is scheduled to conduct a two-part economic impact analysis for the Portland-based 1998 Nike World Masters Games organization, which is arranging the 1998 Nike World Masters Games in Portland and other locations in Oregon and southwest Washington in August of that year. The event is expected to draw 25,000 athletes age 30 and over. This is more than double the amount that participated in the recent Olympic Games.

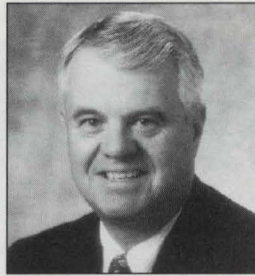
The study will include surveys of visitors and participating athletes during the event.

The research group has its own lab and local computer network connected to the University's computer system. It also has its own home page. Internet access is available via the World Wide Web at <http://eclab.econ.pdx.edu/eclab/>. □

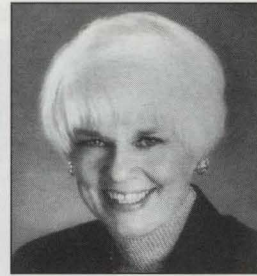
What do these business leaders have in common?



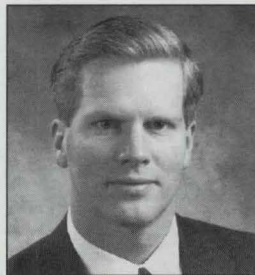
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*All are alumni of
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C

omeback attempts are a risky business.

They worked for Richard Nixon and John Travolta. They flopped for Oliver North and Ali McGraw.

But PSU is betting that this fall's comeback of Viking basketball will usher in a new era of hoop glory for Portland State after 15 years with no men's basketball program. The team was resurrected as part of PSU's move to put all athletic programs in Division I, eventually leading to eligibility in NCAA I playoffs and Big Sky Conference championships.

It's a leap of faith with plenty of obstacles, but then so is a shot from half court.

At the center of this effort is Ritchie McKay, a 31-year-old former assistant coach from the University of Washington and Bradley University. Hired in August 1995, McKay is the second youngest head coach in Division I basketball. He faces the daunting job of building a basketball team from scratch.

Is he nervous?

"You could say that. I get more anxious as November rolls around," he says.

With no team from the previous year to build on, the 1996-97 lineup is

mostly young. Out of the 12-member team, five are freshmen. The rest are transfers, mostly from community colleges in California, Oregon, and Washington.

They also are small by basketball standards. The average height is just over 6 feet 4 inches. Given their size, McKay says the team will concentrate on defense and shooting from the perimeter.

Standouts to look out for include:

- Tremaine Mayeaux, a 6-foot-5 freshman guard from Gardena, California. McKay praises his all-around skills,

Bouncing

Men's basketball is back and playing in Division I after a 15-year hiatus.



ROSE GARDEN

The Vikings, led by Coach Ritchie McKay, will play most home games in the Rose Garden arena.

such as passing, scoring and rebounding.

- Jamaal Sanford, a 6-foot-8 junior forward and center from San Jose, California. Sanford, the tallest on the team, is a good inside player, with strong skills in rebounding and scoring on the post.
- Matt Ambrose, a 6-foot-6 junior forward from Huntington Beach, California. "Matt will provide great leadership and impact on the offensive end," McKay says.

As for himself, McKay says coming to PSU gives him the unusual oppor-

tunity of building a program from scratch. "It's unique in college basketball," he says.

He also conveys this idea when recruiting players.

"Rarely do you get a chance to step right into a Division I program and make an immediate impact. It's a chance for a young man to be in on the beginning of something big."

McKay himself played three seasons at Seattle Pacific University and was named most valuable player during his senior year. He also played and coached professional basketball in New Zealand for two years, averaging

25 points per game and leading his league in three-pointers.

All of which will be crucial for PSU as it enters the Big Sky Conference and begins its Division I compliance period.

PSU basketball had been big in the 35 years before budget cuts forced its elimination in 1981.

The most famous of all PSU basketball players was Freeman Williams (1973-77), who became the second-highest scorer in the history of men's college basketball (behind Pete Maravich). Williams averaged 30 points a game and went on to play for the San Diego Clippers. He also had a cameo role in the movie *White Men Can't Jump*.

In the '60s, Marion Pericin coached high-scoring brothers Willie and Charlie Stoudamire, who packed crowds into the PSU gym several seasons in a row. Willie's son, Damon Stoudamire, is with the Toronto Raptors and was named NBA Rookie of the Year last year.

Pericin's teams were among the nation's first to consistently score over 100 points a game, and this was before the three-point shot.

In the '50s and early '60s, Sharkey Nelson was the coach for such luminaries as Paul Poetsch, Jack Viskov, Jack Parker, and John Nelson.

One thing the new Vikings will have that the old ones didn't is the Rose Garden, the Portland Trailblazers' new arena. With a seating capacity of 21,401, it will be the largest home arena for college basketball on the West Coast. The Vikings will play 10 of its 14 home games there; the rest will be at the PSU gym.

The next challenge is to fill up the seats. More than 850 people have purchased season tickets, says Sales Director Mike Rogers. At \$40 to \$100 per season ticket, it's a bargain, and Rogers is hopeful of reaching his goal of 2,500 season tickets.

"Basketball sales have been solid because there's been a vacuum for 15 years," he says. □

(John Kirkland, a Portland freelance writer, wrote the article "Life in the Middle," which appeared in the spring 1996 PSU Magazine.)

Back

By John Kirkland

Vikings' Rose Garden and home court schedule

The first men's basketball team at PSU since 1980-81 opens play Sunday, Nov. 10, in the Rose Garden against the Chinese National Team. Following a trip to Mississippi, Tulane, and Washington, the Vikings play the University of Oregon in the Rose Garden on Wednesday, Dec. 4. Coach Ritchie McKay's Vikings also play at Oregon State on Dec. 14.


Call 725-5635 for a complete schedule and ticket information. The home game schedule is as follows:

Nov. 10	Chinese National Team	Rose Garden	1:05
Nov. 15	Blue Angels Exhbtn. Team	PSU	7:05
Dec. 4	University of Oregon	Rose Garden	7:05
Dec. 17	Eastern Oregon	PSU	7:05
Dec. 28	Whitman	PSU	7:05
Jan. 11	Idaho State	PSU	7:05
Jan. 16	Montana	Rose Garden	7:05
Jan. 18	Montana State	Rose Garden	7:05
Jan. 25	Eastern Washington	Rose Garden	1:05
Jan. 29	Southern Oregon	Rose Garden	7:05
Feb. 3	Weber State	Rose Garden	7:05
Feb. 6	Sacramento State	Rose Garden	7:05
Feb. 13	Northern Arizona	Rose Garden	7:05
Feb. 15	Cal State-Northridge	Rose Garden	1:05

WANTED

What will it take to meet Oregon industry's growing high-tech needs?

By Jack Yost



Because of lack of room and resources, Engineering Dean Robert Dryden put his office in the corner of a hydrology lab.

No one would mistake the offices of even the top administrators at Portland State University for fancy digs. Still, it's a bit of a shock to find Robert Dryden, dean of PSU's School of Engineering and Applied Science, tucked into the corner of a sprawling, equipment-cluttered hydrology lab.

"I'm hoping it's not permanent," Dryden says with a laugh,

adding that plans are in progress to move him and his staff to new offices this fall. Dryden himself decided to move into the lab after hiring a new associate dean of engineering and finding nowhere to put him. "So I gave him my office. I guess my secretary can't really believe I'm serious," he says, still laughing, "because she hasn't taken the name from the door of my old office."

ENGINEERS

While Dryden's sojourn in the lab is temporary, it's an apt symbol of the lack of funding and resources that has plagued PSU's School of Engineering in recent years even as demand for engineers in the state has exploded.

Oregon is one of only a handful of areas in the country with booming high-tech economies, but because of a lack of commitment from the state, higher education just hasn't been able to respond to the need, according to Dryden. Already, high-tech industries in the area must recruit engineers from outside the state, because Oregon's schools aren't producing enough graduates, he says.

Since 1990, when voters passed a tax limitation measure, Oregon has cut higher education funding at a greater rate than any other state. Funding has declined \$100 million, while tuition has risen as much as 80 percent.

Such cutbacks are "disruptive, inconvenient, and inefficient," says Dryden. "We're not just shooting ourselves in the foot, we're shooting our whole leg off with a cannon."

"Rather than looking at higher education as an expense, we need to see it as an investment in the future. This is a decision that will affect the prosperity of our state for the next 50 years. Investing in science and engineering programs pays off in the form of high-quality, high paying jobs for people who will be paying taxes their whole careers," he says. "It's the best investment the state can make."

In stark contrast to funding in Oregon, the engineering program at the University of Washington has a budget of almost \$82 million, compared to the \$31.5 million available for engineering programs at PSU and Oregon State University combined. In total per-capita spending

on higher education, Washington ranks 17th in the country, while Oregon trails at 38th.

No one disagrees that Oregon needs to produce more engineers and computer scientists to feed the voracious growth of high technology in Oregon.

"From 1992 to 1994, the revenue of high-tech firms increased three times faster here than in the rest of the country," says Jim Craven, government affairs manager with the Oregon Council of the American Electronics Association (AEA). "There's no question we're one of the fastest growing high-tech areas in the country. Look, in the Portland metro area, we're talking about a \$10 billion investment in semi-conductor facilities alone. That's a staggering sum of money."

In 1995, high-technology companies in Oregon—producers of software, computers, printers, semi-conductors, calculators and telecommunications equipment—surpassed lumber and wood products for the first time to become the largest manufacturing industry in the state, employing some 52,000 workers. Surveys of these companies project growth of more than 50 percent over the next three years.

Because about one quarter of these workers are engineers, the expanding industry could easily need several thousand new engineers during this period, according to Craven. "Right now, the state is only producing about 125 electrical engineers a year. Without significant new investment from higher education, there's going to be a huge gap between what we're producing and what's needed," he says.

What's happening in Oregon is a sign of "how pervasive technology is going to be in everybody's life in the future," according to Jim Hively, a vice president for LSI Logic, a semi-conduc-

tor company whose new plant is under construction in Gresham. "The electronics industry is growing at an exponential rate, so it's a tremendous opportunity for creating jobs. We should be putting our best efforts into building a strong base for engineering and linking education to local industry."

While everyone agrees that applied science programs in Oregon's colleges must be strengthened, agreement on how to go about it is another matter.

In June, the Oregon State Board of Higher Education provoked a flurry of protest in the Portland area when it proposed, as part of a series of reforms, that Oregon State University take over PSU's School of Engineering. OSU's program, with more than 100 full-time faculty and some 2,700 students, dwarfs PSU's program with its 47 faculty members and 728 students.

For PSU, which has historically struggled to grow in the face of a strong bias toward the larger and older down-state schools, the plan touched a sensitive nerve.

PSU's President Judith Ramaley, in a letter to the University community, called the proposals preliminary and in need of much further study, emphasizing her conviction that PSU "must be the principal provider of academic, research, and service-related higher education programs for the metropolitan region."

An Oregonian editorial suggested that it was premature to start an evaluation for improving higher education in Oregon "with the assumption that the state is better served by removing one program from PSU and downgrading another [business education]."

"Portland's largest metropolitan area needs a comprehensive, interdisciplinary teaching and research

university, and that university is Portland State," says Joan Johnson of PSU Advocates, an alumni group, in a letter to the PSU community. "To downgrade portions of PSU's programs to satellite status can only succeed in weakening and eventually destroying the University, which is certainly not the answer to Portland's or the state's higher education needs."

In response to the criticism, Joseph Cox, chancellor of the State System of Higher Education, amended the engineering proposal from one which would merge PSU's program with OSU's to one which would study the feasibility of creating a statewide college of engineering, leaving open the question of which school would administer the college. Allowing OSU to take over is just "one concept on the table that will be either validated by our testing or will be replaced by a better idea," he said in a statement released by his office.

He also appointed a committee, made up of representatives from PSU, OSU, and Oregon industry to study the proposal and make recommendations to the board later this fall.

The engineering proposal is part of a much broader effort to study ways to strengthen higher education in Oregon, so that it better serves the needs of the state. The state board has created 16 other committees to examine such issues as student accessibility, education and business ties, and faculty salaries.

Gov. John Kitzhaber, a strong supporter of higher education, appointed his own committees to study ways to strengthen higher education and its links to Oregon's economy.

Oregon's business leaders appear to be pleased with the new emphasis on planning. "Now we have a structure for moving forward, one that includes the broad participation of all the people involved, both in education and industry," says Don VanLuvane, president and CEO of Electro Scientific Industries and a member of the Governor's Task Force on Education and the Economy.

Dean Dryden, who is on the committee studying the engineering

Engineering program profiles

	PSU	OSU	Georgia Tech	U of Wash
Budget	\$7.5 m	\$24 m	\$79.2 m	\$81.8 m
Faculty	47	127	292	208
Bachelor grads	174	345	1,257	704
Master grads	79	148	654	310
Ph.D. grads	1	30	120	94

This 1995 data was provided by each school.

proposal, also supports the emphasis on strategic planning, although he expressed doubts about the wisdom of merging the engineering programs at Portland State and OSU.

The assumption behind the merger, according to Dryden, is that one large school would be more prestigious and would garner a higher ranking nationally and thus attract more funding from business and the state. But no one knows whether or not the increased funding would materialize, he says.

"Whether a merger makes sense isn't clear yet," Hively agrees. "What's important is that whatever dollars there are get focused and coordinated to provide the right resources where they're most needed," he says. "We know what we need. We still don't know the best way to get it."

The bottom line, says Dryden, is the need for more resources—more faculty, equipment, space and operating funds—for engineering in the metro area. "Is consolidation the only way to get this? I'm not so sure."

Dryden offers a dramatic example of another approach to strengthening higher education. Like the Portland metro area, Atlanta is also riding the crest of a booming high-tech economy, he says. But unlike Oregon, Georgia seized the opportunity to boost its colleges.

"They took all their lottery money and put it into education. They created 20 endowed chairs, each with a million dollars for salaries, equipment and operations, and then challenged industry to match the positions, which it did. And they established a

scholarship program that pays all the expenses for attending Georgia's colleges for all high school students graduating in the top 50 percent of their class."

As a result, colleges like Georgia Institute of Technology are among the highest rated institutions in the country, as well making a vigorous contribution to local industry and the economy.

Clearly, more funding is critical to improving Oregon's higher education, though no one is sure where additional funding is going to come from.

Last year's passage of a ballot measure in favor of mandatory prison sentencing means that Oregon will have to spend hundreds of millions of dollars on new prisons, says Craven. "And then there are the problems they're having funding K through 12. All that's going to put a lot of pressure on the state budget."

Still, Craven sees "glimmers of hope" for more support for higher education.

"I'm modestly encouraged," he says. "For the past six or eight years, we've had nothing but hunkering down in higher education, no discussion except how to manage scarcity and deal with the budget cuts. Now we've finally got some strategic planning. We're looking at what we want higher education to do and how it can be better integrated with Oregon's economy." □

(Jack Yost MA '71, a Portland writer and filmmaker, wrote the article "Shaking Up the Ivory Tower," which appeared in the spring 1996 PSU Magazine.)

A Rare Move

Lewis & Clark's Public Administration program moves to the Park Blocks.

By John Kirkland

For more than 20 years, Portland State University and Lewis & Clark College have teamed up to educate government administrators.

Starting this fall, PSU will have the honor of doing it all.

Recognizing Portland State's preeminence in urban and public affairs, Lewis & Clark has agreed that PSU should be the one home of the graduate Public Administration degree program that both schools had cooperated on for the past two decades. This will greatly enhance PSU's position in the field, and will allow Lewis & Clark to focus on its core liberal arts program.

The transfer of an entire program from a private to a public institution is rare in higher education. The six full-time faculty members who headed Lewis & Clark's master's program in public administration have moved to PSU.

"It's an exciting thing for us to be involved in. It's good for PSU, the students, everybody," says Ron Cease, who founded PSU's program in the mid-1970s.

Along with its master's degree program, Portland State will gain Lewis & Clark's Executive Leadership Institute and Institute for Nonprofit Management. Both organizations link students and faculty with public administrators around the state through workshops, conferences, and other outreach activities.

Through the years each college has developed its own areas of expertise in public administration. PSU specializes in health management and administration, personnel, and collective bargaining. Lewis & Clark is bringing to Portland State a specialty in nonprofit management and natural resources policy and management.

The two programs have also differed in the size of their respective student bodies. Lewis & Clark graduated 27 master's students this past spring; PSU graduated 65.

PSU public administration graduates have included Charles Moose, Portland chief of police; Dan Noelle, Multnomah County sheriff; Tanya Collier, Multnomah County commissioner; and Jean Thorne, federal policy coordinator for Gov. John Kitzhaber.

The programs have also dealt with different funding issues. Lewis & Clark faculty was under constant pressure to raise money for their program—a problem PSU, as a publicly funded state school, did not have, says Cease.

Cease is excited about nearly doubling PSU program's faculty from 7 to 13, giving it greater visibility. And he expects that Lewis & Clark's faculty will feel at home at PSU, where public administration is a firmly entrenched piece of the University's overall urban mission.

Both schools began in the 1960s to explore the possibility of teaching public administration. At Lewis & Clark, political science Professor

Don Balmer was able to get a program proposal approved, but it remained dormant for years. Those same rumblings were happening at PSU under Cease.

Then in 1972 the Federal Executive Board, a committee of federal personnel officers, noted that Portland was the largest city in the country without formal postgraduate education for federal managers, says Balmer.

The two colleges formally established public administration programs in 1976, and continued in cooperative fashion—sending faculty and students between the two institutions—until the recent decision by Lewis & Clark.

PSU expects to run a small deficit during the initial stages of the transfer. Paying for the first year will be a matter of PSU raising money in outside contracts and keeping tuition money that ordinarily would have gone to the Oregon State System of Higher Education.

"You can't do that very often, but this is a new program and we're in the middle of a biennium," says George Pernsteiner, PSU's vice president of Finance and Administration.

Whatever costs are involved, they will seem a small price to pay for Cease, who has watched both programs evolve and grow for more than two decades.

"We'll have more marbles to play with and more opportunities," he says. "There's general happiness all around." □

Pushing through the front door of Fred Meyer Inc.'s corporate headquarters in southeast Portland uncovers a lobby as vast as an airport terminal. On a slow day, dozens of people ricochet through—rumple-suited salespeople flickering strobe-light smiles, clipboard-carrying managers, pods of briefcase-toting executives.

Easily keeping pace amid the New York hustle, Jim Aalberg '72, spouts Fred Meyer stats as he bounds up a back stairway to his no-frills office: \$3.5 billion in annual sales; 136 stores in seven Western states; 26,000 employees—1,300 working in the corporate office, 240 employees in the financial division, and 60 under his jurisdiction. Aalberg is a vice president and treasurer for Fred Meyer—a giant leap from where he started.

"I'm the first in my family to finish college," says Aalberg, a down-to-earth guy who is as low-key and unassuming with industry giants as he is with the business neophytes he mentors. "My father was a baker, my mother a clerk. No one ever talked about college. The only thing I wanted after high school was a job."

After graduating from Portland's Franklin High School in 1967, Aalberg found that job, in the mailroom at the Bank of California. He figured he was set, but he hadn't counted on running into Steve Kravitz, head of the bank's mailroom. A gruff ex-seaman, Kravitz kept many of his co-workers at bay with his drill sergeant demeanor, but something about the polite, hard-working high school grad tugged at his heart.

After several months of persuasion, Kravitz convinced Aalberg to enroll in the bank's tuition reimbursement program. By working 37-1/2 hours a week at the bank, Aalberg was reimbursed for classes he took relating to banking. Kravitz helped arrange a work schedule allowing Aalberg to take a full load of classes, mornings and evenings, first at Portland Community College, then at Portland State. PSU's proximity was key to Aalberg's ability to earn his degree. "I couldn't have done it without Portland State," he says. "I ate my lunch walking to the bank."

You'll find him at Fred Meyer

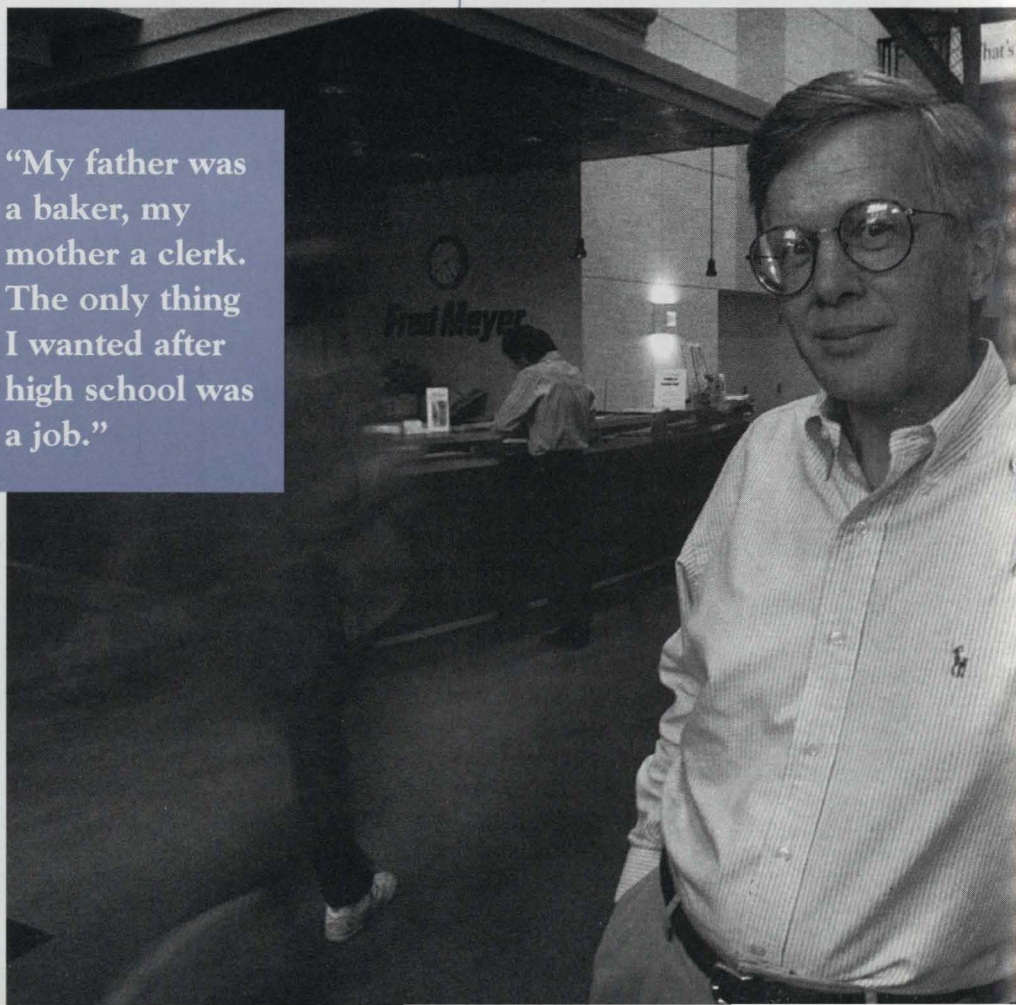
After 28 years in banking, this alum joined the one-stop shop.

Aalberg scarcely had time for lunch and had no time for campus social life, but PSU left its mark on him. "The professors were great," Aalberg recalls. "I took a night class from Steve Brenner—facing him at the end of a long day was something else. I remember making kind of a poor oral presentation in class one time, and he just took my argument

apart. But I learned a lot from his class, and we still stay in touch."

Two weeks after earning a Bachelor of Science degree in business administration: finance law, Aalberg married his sweetheart of four years, Janet Ruthruff, and began working his way up the corporate banking ladder. The course of his 28-year career coincided

"My father was a baker, my mother a clerk. The only thing I wanted after high school was a job."



y's

By Melissa Steineger

with one of the largest shakeups in the industry. His long list of employers—Bank of California, Oregon Bank, Rainier National Bank, Security Pacific Bank, Bank of America, and West One Bank—was mostly the result of one bank acquiring another.

Along the way, Aalberg rose to senior vice president, but he still found

time to do for career beginners what others did for him when he was starting out—informally mentoring three or four people a year on average. He also made sure to repay what he sees almost as a debt to PSU. Since graduating, he's served on the boards of the Corporate Associates program, which brings together about 75 of Portland's top business executives for weekly briefings on topics of interest; the PSU Foundation, where he served six years, three on the executive committee as secretary; and the PSU Alumni Association.

Aalberg's altruism has taken creative turns, too. While at Security Pacific Bank, he contacted all the PSU alums working there and suggested pooling their resources to create a scholarship. After raising money, he approached the bank with the idea, and it matched the funds for a total of \$2,500 to create the first Security Pacific Bank Scholarship.

There's been less time for volunteering in the last year, however. After a sterling career in banking that survived the bumpy consolidations, downsizings, mergers, and buyouts of the past decade, Aalberg decided the continued uncertainties of the industry were not for him. He found an opportunity he couldn't refuse when Fred Meyer went shopping for a new vice president and treasurer.

After being tapped for the position, Aalberg faced the arduous task of learning a new career. "When I took the job," says Aalberg, "I thought it would be similar to banking, but retail is dramatically different, and within retail, Fred Meyer is unique. There's no other major company that offers the one-stop shopping concept."

As treasurer, Aalberg is the first contact for all the company's banking needs—including short- and long-term loans, pension plans and letters of credit. (Fred's has a \$500 million line-of-credit spread among 23 banks, to give one idea of the complexity of the job.) Among many other tasks, the treasurer issues all payables, manages the company's self-insured worker's compensation program, and handles all liability insurance matters. And each day Aalberg's department tracks

every store's cash transactions, a daily total between \$50 million and \$60 million.

Each of the company's financial systems is individually designed to meet Fred Meyer's particular needs. In addition to learning the retail industry, Aalberg had to learn these unique financial systems and how to ensure they worked smoothly and effectively. He met the challenge the way he always has—by working hard.

"I did a lot of reading and asked a lot of questions," he says. His 10-hour-plus days at the office were complemented with weekend work and evenings spent reading trade publications and the company's history and philosophy so he could understand why Fred's makes the decisions it does. A year after he took the job, Aalberg feels he still has much to learn, but he's managed to cut his hours down to about 55 a week.

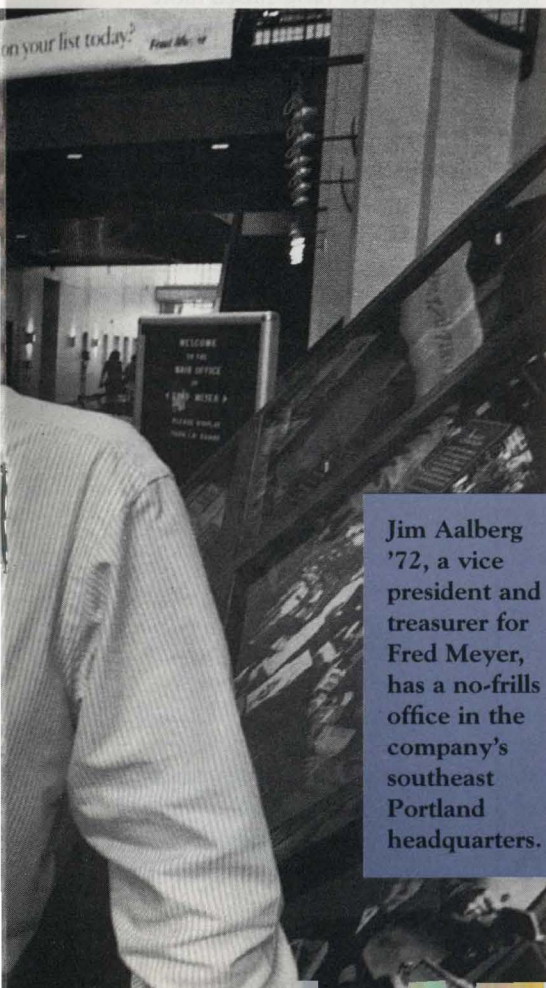
Tackling a demanding learning curve in a new career, heavy volunteer commitments—you might think Aalberg has no time for anything else. Family, however, has always come first.

"Jim is real close to his family," says long-time friend Rick Hawkins '69, a partner in the Oregon office of Arthur Andersen. "We have a house close to Jim and Janet's cabin on the coast and we often have dinner with them or they come over. He's very sharp, extremely conscientious, and always pro-active in helping others. He's very good about referring people to opportunities with no expectation of anything in return."

Along with spending time on the coast, Aalberg enjoys gardening, bonsai, golf, and visiting historical cemeteries. A sixth-generation Oregonian, he's preparing an article on one of his forebears, John West, who arrived in Astoria in 1850 and founded the town of Westport.

And unlike when he attended PSU, Aalberg actually has time now to enjoy what the University offers outside the classroom. "We never," he says, "miss a Portland State football game." □

(Melissa Steineger, a Portland freelance writer, wrote the article "Mister History Tackles PSU," which appeared in the spring 1996 PSU Magazine.)



Jim Aalberg '72, a vice president and treasurer for Fred Meyer, has a no-frills office in the company's southeast Portland headquarters.

STEVE DIPAOLO

PHILANTHROPY IN ACTION

\$1 million given to Food Management program

Portland State's Food Industry Management Program, now entering its third year, has received a \$1 million challenge grant from the Meyer Memorial Trust.

This is the largest gift ever received by the School of Business Administration, which runs the food industry program. The program provides continuing education for managers and executives at all levels of the food industry.

Terms of the grant stipulate that the Food Industry Management Program must match the grant by raising another \$1 million from the food industry by April 1997.

Roger Ahlbrandt, business dean, said the school hopes to raise a total of \$2.5 million. Leading the fund-raising campaign are Charles Carlbon, president and CEO of Western Family Foods; Robert Miller, chair and CEO of Fred Meyer Inc.; and Alan Jones, president and CEO of United Grocers Inc.

Since the program's inception two years ago, the School of Business Administration has raised about \$600,000 from more than 100 food companies. A three-year, \$225,000 challenge grant from the Meyer Memorial Trust helped launch the program in May 1994.

Accepting the challenge

A Challenge Fund gift of \$50,000 has been awarded to PSU to encourage new and increased gifts to the 1996-97 Annual Fund.

The gift came from the estate of Thomas Elliott, a long-time Portland metro resident who worked in the construction industry.

"This is an exciting opportunity for our alumni and friends," says Donna Schaeffer, development officer for Annual Giving. "The value of their gifts will go up or double, making a positive impact campus-wide," she adds.

New donors will have their gifts fully matched, says Schaeffer. Those

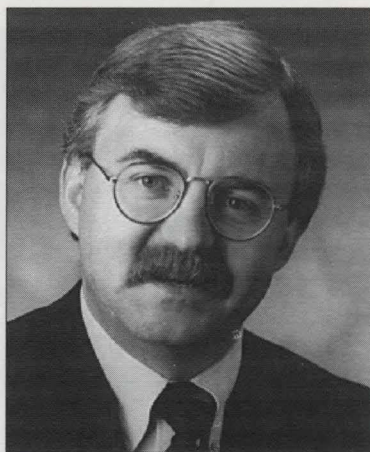
who renew a gift from last year will have any increase in dollars matched.

"This gift continues Tom's twin legacy of helping worthy PSU students in need of financial assistance and improving their educational opportunities at PSU," says Dale DeHarpport, Elliott's longtime business partner. "It also will exemplify to them his firm belief in the principle of self-reliance in meeting life's challenges."

Elliott, who died last fall, never had the opportunity to attend college himself.

Roberts scholar named

Michael Creighton, a child care advocate, is entering Portland State this fall to pursue a master's degree in special education as the first-ever Frank L. Roberts Community Service Scholarship winner.



Gary Withers, new vice president for University Relations, is taking prime responsibility for planning and conducting a program to increase PSU's fund-raising success. Withers was previously executive director and CEO of Metropolitan Family Services Inc., in Portland, and director of Concordia University's Center for Management of Nonprofit Organizations in Portland.

The scholarship, a one-year renewable grant of \$1,500, is named for the late Frank L. Roberts, longtime Oregon legislator and PSU professor.

Creighton was selected from 30 applicants and five finalists.

"His academic credentials are outstanding. But more importantly his personal credentials, in terms of dedication to community service, are remarkable," said former Oregon Gov. Barbara Roberts, widow of Frank Roberts, who presented the award to Creighton.

Since fall of 1994, Creighton has worked as a special education assistant with Portland Public Schools. For five years prior to his current job, he was a child care worker in a residential treatment center for emotionally disturbed children.

People interested in supporting the Frank L. Roberts Community Service Scholarship Fund may contact the PSU Development Office at 725-4478. To date, supporters have raised more than \$55,000 toward the scholarship's endowment.

Philanthropy briefs:

The Imperial Tombs of China exhibit at the Portland Art Museum was a point of interest for PSU alumni and friends July 16. A reception, lecture, and tour sponsored by the Alumni Association and Office of Development drew 275 individuals to the Park Blocks for the day's event.

Asian objects of art have found their way to the Portland State end of the Park Blocks. Chinese ceramics from the 12th century onward and a collection of Japanese objects from the 18th century and later were donated to the PSU Foundation by Flora Elizabeth Erfeldt. In addition, a contemporary ink painting by Tae Moon Choi, a prominent Korean artist, was donated by the painter. The gifts, secured by art Professor Junghee Lee, are being used by the Art Department in teaching students. □



In 1942 I graduated from high school in Salt Lake City. Since our family didn't have much money, leaving home to attend college was too costly. The University of Utah was just a bus ride away.

I wished to study medicine, but the cost of all that education was simply out of the question. My mother—and everybody else—encouraged me to study business. That seemed like practical advice, but unfortunately I detested business classes. My economics class was a disaster, all that reading about supply and demand. But business was the only avenue open to Japanese women.

After three years of college, I married Ted Tsuboi, an optometrist, who had been relocated to Utah. With World War II over, he was anxious to return home, and we moved to Portland. While raising three children I got a job, in spite of resistance, as a medical technologist.

I enjoyed that work, but I wanted to complete a degree in science and teach, so I enrolled at Portland State. All my high school counselors and college professors in Utah said women (especially Japanese women) had no place in science. Erwin Lange, a PSU professor of the history of science, was unique. His encouragement and guidance helped me achieve my goal.

I took courses at lunch and in the evening. After graduating in 1962, I immediately got a job at Marshall High School where I taught for nine years. Sadly, Ted passed away in 1967. I went on and received a National Sciences Foundation scholarship to study for a master's degree, and then I taught for seven years at Mt. Hood Community College. In 1976 I remarried long-time family friend George Azumano, whose spouse had also passed away. With all the travel George does for his company, I eventually resigned my teaching post at Mt. Hood.

George and I became good friends with President Joe Blumel and his wife Priscilla and got involved in the Viking Club. It is clear to me as a Club member that PSU athletics are crucial for building an interest in our campus. Athletics add incentives for students to enroll, study hard, and complete their degrees. George and I were delighted to help future PSU student-athletes succeed by arranging for a bequest to the PSU Foundation. We are honored to be recognized for our commitment as charter members of the Portland State University Centennial Society.

"We are very impressed with PSU President Judith Ramaley. Like the athletes the Viking Club supports, Judith is a competitor. And like a good coach, she sees the whole PSU playing field."

Nobuko Azumano '62

PSU Weekend features Northwest author

Author David Guterson will discuss his best-selling novel, *Snow Falling on Cedars*, at the keynote event during PSU Weekend, Oct. 25-27. Guterson is the luncheon speaker for Seminar Day on Saturday, Oct. 26, at noon in Smith Center Ballroom.

Snow Falling on Cedars has received critical and popular acclaim, including the 1995 PEN/Faulkner Award for fiction, the 1994 Barnes & Noble Discover Great Writers Award, and the Pacific Northwest Booksellers Association Book Award. It has also been touted by Ellen Goodman in her article, "Start Summer with 'Snow Fallin.'" Both the book and author were featured in *People Magazine*.

The story takes place 10 years after World War II on an island in north-west Washington. The author explores the tense relationships of the islanders during the trial of a Japanese-American man accused of killing a Caucasian.

Guterson, a popular speaker at universities around the country, will describe the historical aspect of his writing and talk about the creative inspiration of the Northwest. The luncheon is \$17.50; lecture only is \$5. Reservations are required and may be obtained by calling the Alumni Office at 725-4948.

PSU Weekend supporters are invited to meet Guterson at a special patron reception on Friday, Oct. 25, from 5:30 to 7 p.m. in Harrison Hall. The gathering will also feature PSU President Judith Ramaley and Seminar Day guest lecturers. Patron tickets are \$50 and include the Friday evening reception, admission and preferred seating at the Saturday lecture and luncheon, an identifying patron ribbon, and recognition in the Seminar Day program. To become a patron for PSU Weekend '96, call the Alumni Office, 725-4948.

Pick a topic, any topic

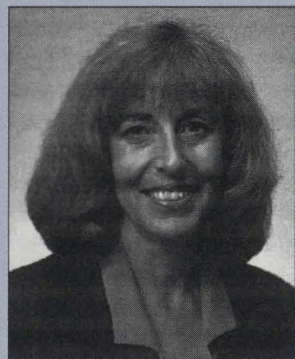
And it's probably represented at Seminar Day '96 during PSU Weekend.

PSU faculty and a number of well-known community members will offer their expertise as weekenders explore everything from how to protect your home from landslides, to the causes of insomnia, to Oregon's "real" history.

Lecturers on Saturday, Oct. 26, include National Public Radio's "Doyenne of Dirt," Ketzell Levine; local antiques dealer and appraiser Fred Squire; geology professor and landslide expert Scott Burns; OPB's award-winning producer Steve Amen '86; and PSU's Dean of Urban and Public Affairs Nohad Toulan. Each lecture is 50 minutes long in a classroom format beginning every hour from 9 a.m. and ending at 4 p.m.

The lectures are free and open to the public. The Alumni Association requests advance reservations be made by mailing the return envelope from the PSU Weekend brochure. For a complete list of Seminar Day lectures or to request a brochure, call the Alumni Office at 725-4948.

Dear fellow alumni: Have you seen our ads? In June, the Alumni Association sponsored a series of ads that ran in *The Business Journal*, *The Oregonian*, and *The*



Skanner. If you haven't seen one, look on page 7 of this magazine. We are proud of Portland State University alumni! That's why our ads featured recognized alumni leaders in business and community service. These individuals represent just a small sampling of Portland State graduates who daily influence the future of Oregon

through business, engineering, fine arts, government, social service, and so much more.

We're proud of our alumni, but we're also proud of our University. Its president, faculty, students, and programs continue to be recognized nationally for innovative developments and achievements, as you've read elsewhere in this issue.

There is so much more to the PSU story—and you can help tell it by joining the PSU Advocates. The Advocates are a voice for PSU and higher education with a focused mission of raising public awareness about the importance of higher education and PSU's unique contributions to the state of Oregon. During the Oregon State System of Higher Education's current planning process, the Advocates are helping people realize that PSU is already doing a number of outstanding and innovative things. The Advocates organization keeps people informed and involved in issues that affect PSU, and is sponsored and paid for by private funds from the Alumni Association.

Finally, the role of the Alumni Association is to make friends for the University. If you have been out of touch, I invite you to contact the Alumni Office to discuss ways to get involved. If you would like to talk to me about your connections to PSU, please feel free to contact me at my e-mail address: spurpura@gnn.com. I look forward to renewing old friendships and making new ones as I serve you in the coming year as president of the Alumni Association.

Sue Brickey Purpura '77, President
PSU Alumni Association

An open invitation

Join your classmates at a mini-reunion Friday, Oct. 25, during PSU Weekend. Sixteen departments in the College of Liberal Arts and Sciences will hold afternoon open houses. Gatherings will feature refreshments, departmental updates, and a chance to talk with current and emeriti faculty. The *Vanguard* student newspaper is also planning a reception, as are the Friends of History and the Art Department. Accounting alumni will hold their annual Balance Sheet Bowl.

Two Sunday tours will conclude PSU Weekend '96: Lisa Andrus-Rivera's popular tour of downtown Portland architecture, and a special guided tour of the Japanese Garden in Washington Park. To reserve Sunday tour spaces, call 725-4948.

PSU Weekend committee members are Chair Jory Abrams '79, Professor Emerita Alma Bingham, John Eccles '69, Pamela Gesme Miller '84, Jan Kurtz '87, Deanna Trail '88, Cameron Vaughan-Tyler '92, Jan Vreeland '67, and Terry Walker '73, MBA '81.

New to the Alumni Board

Sue Brickey Purpura '77 is the new president of the PSU Alumni Association. Purpura, manager of prepaid health plans/primary care for Sisters of Providence, chaired PSU Weekend '95 and has served on the Alumni Board's Finance and Student Affairs committees. The Association's new vice president is Mike Glanville '65, president of National Mortgage Company. Glanville has been active on the Board's Finance and Advocates committees. Stan Payne '73, controller of Container Recovery Inc., is the new treasurer.

Alumni recently elected to the Board for 1996-97 are Pamela Gesme Miller '84, owner of PGM Consulting, a shareholder services and investor relations firm; Bob Schulz '80, innovative funding manager for Portland Parks and Recreation; Cameron Vaughan-Tyler '92, chief of staff to Multnomah County Commissioner Dan Saltzman; and "Terry" Walker '78, MBA '81, a vice president with U.S. Bank.

Retiring board members

A number of dedicated board members retired at the end of the 1995-96 year after completing four-year terms. They are Brian Black '69, board treasurer and member of the Finance and Student Affairs committees; Gary Dominick '73, MSW '77, past treasurer and member of the Advocates and Finance committees; Nancy Fargo '82, co-chair of the Outreach Committee; Wally Harding '59, past board president and member of the Finance and Advocates committees; Terry Hunt '65, member of the Student Affairs and Advocates committees; Lee Jenkins '79, chair of the Student Affairs Committee; Jo Ann Smith '90, past board president and former PSU Weekend chair; and Merrie Ziady '80, MST '82, also a past PSU Weekend chair and member of the Student Affairs Committee.

"These board members have spent an incredible amount of time, energy, and talent on behalf of Portland State University over the past four and five years," says Pat Squire, Alumni Relations director. "They are passionate about Portland State and it shows in their level of commitment. I join President Ramaley in thanking them for their service."

The Alumni Board of Directors is the governing body of the non-dues paying PSU Alumni Association. The Association, an affiliate of the PSU Foundation, strives to reconnect alumni to the University through programs and activities, and to promote and advance the University in the community. For more information, contact Pat Squire at 725-5072.

From around the state

Alumni living in Lincoln, Jackson, and Umatilla counties now have a direct pipeline to the PSU Alumni Association.

Three alums have volunteered to serve as regional representatives to the Alumni Board and help with outreach efforts in their areas. The new Alumni Ambassadors are: Jon Jalali '67, MBA '70, finance director for the city of Medford in Jackson County; Chuck

Littlehales '65, circuit court judge for Lincoln County in Newport; and Dennis Olson '68, MS '80, director of the Department of Resource Services and Development for Umatilla County in Pendleton.

The new positions were created by the Alumni Board's Outreach Committee. For information about the Ambassador program, call the Alumni Office at 725-4948.

Business matchmaking

Students seeking opportunities for hands-on experience are getting a helping hand from the Alumni Association. The Association's student internship program matches employers to students and creates new partnerships through community-based projects.

The Student Affairs Committee is working with local businesses and non-profit organizations to design learning experiences that are mutually beneficial. Student interns have worked for the YWCA, Portland Parks and Recreation, Portland Public Schools, the Columbia Corridor Association, Neighborhood Health Clinics, *The Oregonian*-In-Education project, and the Oregon Department of Human Resources Mentoring Program.

Anyone interested in developing an internship with the Alumni Association should submit a written proposal to Charles Stoudamire, Student Affairs Committee chair, in care of the Alumni Association, P.O. Box 751, Portland State University, Portland, OR 97207. For questions, please call Jennifer Wheeler in the Alumni Office at 725-5073.

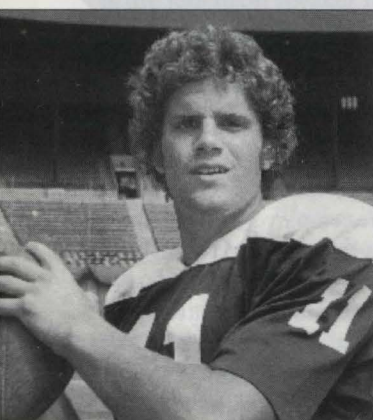
Join the marching band

Take that trombone out from under the bed. Pull that trumpet out of the closet. Dig the drum sticks out of the drawer. It's time to strike up the band!

Join Joe Gonzales '91 as he leads the new PSU Alumni Marching Band. All are welcome. This band is patterned after the Wendy's (Miller) marching band—a few practices, a few performances, and a whole lot of fun! Call the Alumni Office, 725-4948, for practice dates and more information. □

S P O R T S

FOLLOW THE V: The Vikings have a new logo—a bold, tough, somewhat ragged letter V. The Athletic Department hopes the PSU V will become as identifiable in the region as the Nike swoosh is worldwide. It appears on all promotional material, football helmets, the gym floor, and on some sports uniforms. The Viking mascot will remain to cheer teams on at games and meets.



Neil Lomax '82 set more than 90 Division I-AA records at PSU during 1977-80. He went on to a nine-year pro career.

LOMAX HONORED: Neil Lomax '82, perhaps PSU's most famous sports alum, continues to bring credit to the University. A solid citizen and contributing community member, Lomax was inducted into the College Football Hall of Fame at South Bend, Indiana, Aug. 17. The ceremony was carried nationally on ESPN.

CROSS COUNTRY: Ken Woodard is coaching men's cross country, and his brother, Keith Woodard, is coaching women's this fall. The women's team may be the best in a decade, according to their

coach. The men's team is extremely young, with six freshmen and only three returning athletes. Remaining meets (all away) include the Oregon Jeff Drenth Invitational in Eugene, Oct. 20; and the Big Sky Conference meet in Ogden, Utah, Oct. 26.

HOME FOOTBALL GAMES REMAINING:

- Oct. 19 Viks vs. Weber State, 7:05 p.m.
- Nov. 2 Viks vs. Sacramento State, 7:05 p.m., with half-time entertainment provided by the PSU Alumni Band.
- Nov. 16 Viks vs. Idaho State, 7:05 p.m.

VOLLEYBALL: Head Coach Chris Stanley leads Portland State into its first season of Division I in the Big Sky Conference. PSU was a Division II power in the early 1980s, winning more national championships (four) than any other school. Remaining home schedule:

- | | | |
|---------|------------------------|--------|
| Oct. 16 | Western Oregon | 7 p.m. |
| Oct. 24 | Sacramento State | 7 p.m. |
| Oct. 26 | Idaho State | 7 p.m. |
| Nov. 7 | Montana | 7 p.m. |
| Nov. 9 | Montana State | 7 p.m. |
| Nov. 16 | Eastern Washington | 2 p.m. |
| Nov. 20 | University of Portland | 7 p.m. |

WOMEN'S SOCCER: This young, but talented team has been hampered by injuries during its first season in Division I. That, combined with tough new opponents, left the team winless through its first six games. Head Coach Bernie Fagan, a former professional player for the Portland Timbers, expects the season to get better and is pleased with the Vikings' new home field: Tualatin Hills Recreation Center, 158th and Walker Road in Beaverton. Remaining home schedule:

- | | | |
|---------|----------------------|--------|
| Oct. 18 | Oklahoma | 7 p.m. |
| Oct. 25 | Evergreen | 7 p.m. |
| Oct. 27 | Simon Fraser | 1 p.m. |
| Nov. 1 | Western Washington | 7 p.m. |
| Nov. 3 | University of Oregon | 1 p.m. |

MEN'S BASKETBALL: The first men's basketball team at PSU since 1980-81 opens play Sunday, Nov. 10, in the Rose Garden arena against the Chinese National Team. See the story on pages 8 and 9 for a complete schedule.

VIKING CLUB EVENTS:

- ◆ Ultimate Casino Night on Oct. 18 at Montgomery Park sponsored by the Viking Club. Cost is \$50. For reservations call 725-5639.
- ◆ Pre-game Football Tailgates, hosted by the Vik will be held in front of The Kingston, 2021 SW Morrison, prior to all home football games. New improved menu, music, and family entertainment.
- ◆ Weekly Green and White Breakfasts replace the noon luncheons for boosters during football season. They will be held every Thursday at 7:30 in the Nordic Room in Smith Memorial Center.

HEPTATHLETE CHAMP

GRADUATES: She may be an alum now, but Robin Unger '96 won't soon be forgotten. Besides winning her second Division II heptathlon national title in June and being named Oregon's Woman of the Year this summer by the NCAA, Unger holds six school records in track and field and was a three-time All American. She also played on PSU's 1992 national championship volleyball team. With school out of the way, Unger is now a full-time athlete with an eye to the 2000 Olympic Games in Sydney, Australia.



Robin Unger '96 has ended a great career at PSU and is now a full-time athlete.

A L U M N O T E S

Compiled by Myrna Duray

'59

Donald Barnett is president of D-CAV Investments Inc., a land development and construction company in St. Helens.

Wenda Nikkoline Hall MST '66 retired four years ago after teaching music for 30 years in Oregon schools. Hall writes that she still substitutes locally, is enjoying her grandchildren, and is active in music, church, and community. She lives in Clatskanie.

A. Gordon Hunter is president of Metro Community Development Corporation in Portland. His company's motto is "Neighbors Working Together to Rebuild Our Community." Hunter was an editor of the Portland State *Vanguard*.

William Prescott is a physician of psychiatry and medical director at Brook Lane Psychiatric Center in Hagerstown, Md.

'63

Lyman Rigby is a marriage and family therapist with his own practice in Panama City, Fla. Rigby writes: "PSU Magazine is great! Your articles and alumni news help me feel like a 'Portlander,' even though I've lived in Florida for 24 years. PSU is important to me and all Oregonians! Keep up the good work!"

'65

Jean Kuczarski Carol is a special operations inspector with the U.S. Immigration & Naturalization Service in Oroville, Wash. Carol has been with the Immigration Service for 17 years.

Fred Flowers is a retired Multnomah County Juvenile Court group worker. Flowers works as an educational aide at Boise-Eliot Elementary School in Portland and also is the minister at Ainsworth

Community Christian Church. Flowers and his wife have five children and four grandchildren and have been married 42 years.

Jarrell "Jerry" Landau is the marketing manager of specialty papers for Longview Fibre Company. Landau formerly was a paper sales representative for 18 years. He and his wife, Joan, have lived in Longview, Wash., for 30 years.

David K. Spencer is the corporate manager for material handling at Jefferson Smurfit, a paper manufacturer and recycler in Alton, Ill.

'66

Patrick D. Kennedy is manager of the Pendleton Convention Center.

Daniel McDonald is a tax consultant with EIO Management Consultants in Vallejo, Calif. McDonald writes that he is married to a kindergarten teacher and they became first-time grandparents last year. The McDonalds are building their retirement home near Placerville, Calif., in historic gold rush country.

Jo Anne Nordling MS '71 filed for election to a seat in the Oregon Legislature as a representative from District 9. Nordling is a former teacher and school counselor, is co-founder of the Parent Support Center of Washington County and is co-owner of a small housing rental business. Nordling and her husband, George, have lived in Tigard for 30 years.

'67

Dianne Carlton Hebert MSW '77 is a social worker specializing in nephrology (kidney disease) at Lovelace Medical Center in Albuquerque, N.M.

Melba Lewitz is a retired fifth-grade reading specialist. Lewitz writes that she enjoys the news items she receives from PSU. She mentioned her fondness for the spring (1996) issue of *PSU Magazine*, because it contained articles of Vanport, where several of her family members attended. Lewitz lives on Sauvie's Island.

F. Bruce Oliver is a principal software engineer with Westinghouse Hanford Corporation, a resource

management corporation in Richland, Wash.

Dr. Gregory Richterich BS '76 is a dermatologist living in Eugene.

'68

Ruth Sinai Laughlin is the vocational rehabilitative services coordinator for Blind Focus, a training program for blind and visually impaired individuals. Laughlin received her MFA in sculpture at ASU-Tempe and taught special education for 14 years in Arizona. She has a studio in her Raytown, Mo., home and still does sculpture.

David Woodford MS is the special education work experience coordinator for the Hillsboro Union High School District. Woodford was a presenter at the Association of Oregon Recyclers State Conference representing the top recycling high school in Oregon. He will retire in 1997.

'69

Ralph W. Shoemaker MS '74 of Portland, is principal and consulting engineer at RWS Engineering, a firm he started following his retirement from Bonneville Power Administration in 1994. He writes: "Doing well, working when I want to, travelling with my wife, and enjoying life."

'70

Barbara Moe Hamlin is a medical technologist working in the blood bank at Legacy Emanuel Hospital and Health Care Center in Portland. Hamlin received an American Society of Clinical Pathologists (ASCP) Regional Associate Member Award for the northwest region in April. The award recognizes outstanding associate members who have helped promote and enhance the field of laboratory medicine at the local level.

We Mean Business

At PSUBA, our members are all "business." We are Portland State University Business Association. If you are a PSU graduate (or current student) of the Master of Business Administration or Taxation program, you will want to meet us and our organization.

We mean business, but we like to have fun too. At quarterly meetings, we network and discuss current business topics with PSU professors and other business leaders. Also, we sponsor educational workshops, community events, and opportunities to meet important business professionals.

Contact us today for membership details. Find us on the Web at www.psuba.org/~psuba/ or write PO Box 8827, Portland, Oregon 97207-8827.

ALUM NOTES

'71

Robert A. Peterson MBA attended the inauguration of Constantine Papadakis as president of Drexel University in Philadelphia on May 3, 1996. Peterson is senior vice president and chief financial officer at Thomas Jefferson University in Philadelphia.

Patricia Rumer PhD '81 is the director of Extended and Summer Programs with the PSU School of Extended Studies.

David Swanson is a non-commissioned officer in charge (NCOIC) of the U.S. Air Force Strolling Strings, a USAF band at Bolling Air Force Base, Washington, D.C.

Lenore Vest is a mathematics instructor at Lower Columbia Community College in Longview, Wash. Vest completed a two-year term as president of the Association for Higher Education, which serves the interests of higher education faculty in the state of Washington.

'72

Cynthia Dreyer Berg is a retirement counselor with the Public Employees Retirement System in Portland.

E. Kay Davis has been named associate dean of humanities, arts and social sciences at Clackamas Community College in Oregon City. Davis has been a member of the faculty at CCC since 1972. She served as an instructor and director for refugee and non-refugee courses in English as a Second Language and an instructor in the English department. She lives in Camas, Wash. Davis will replace **Jack Shields** '66, who is retiring.

Elizabeth Lindsay MS, MA '80 is a professor at the Pacific Northwest College of Art in Portland.

Judith Norman served as a delegate for President Judith Ramaley at the inauguration of Merrill Bateman as president of Brigham Young University in Salt Lake City on April 25, 1996. Norman is a professor in the School of Social Work at Brigham Young.

Robert "Bob" Schlichting is the plant manager for Kanto Corporation, located in the Rivergate industrial district of Portland. Kanto is a major worldwide supplier of electronics chemicals.

Joan Altenburger Schultz MS is a self-employed counselor in Bend. Schultz also works for PLAN International Adoption Agency, teaches community education for Central Oregon Community College, and is an adjunct professor for Warner Pacific College where she teaches a Biblical Values and Vocation class.

Theresa "Terry" Vatter is a mathematics teacher at TST Community School, a secondary school for at-risk youth in Ithaca, N.Y. Vatter authored a book entitled, *Civic Mathematics: Fundamentals in the Context of Social Issues*, which was published in May. Her father, Harold G. Vatter, is a PSU professor emeritus of economics.

Andréa Pedersen Wood is a business systems analyst for Chevron in Dublin, Calif.

'73

David Hansen MS is dean of students at Linfield College in McMinnville. Hansen conducted leadership workshops for Chambers of Commerce in Canby, McMinnville, Coos Bay, and Albany this year.

Walter Kaweck Jr., is a labor relations representative with the Bay Area Rapid Transit in Oakland, Calif.

Thomas Keeling was named vice president and general manager of Commercial Equipment Lease in Eugene. Keeling formerly was general manager and chief executive officer of Farwest Commercial Finance Company in Bellevue, Wash.

Jill Nichols MPA '84 retired from her position as executive director of American Red Cross Oregon Trail Chapter in September. Nichols is moving to the LaGrande area, but will remain active as a Red Cross volunteer.

Thomas K. Reilly is serving as acting supervisor for the Umatilla National Forest based in Pendleton. Reilly has been the Walla Walla district ranger for four years and will return to that position when the acting supervisor detail is completed. He is a member of the Society of American Foresters and a registered professional geologist.

Gregory Scherzinger is producer and director at KVOS TV-12, a television station in Bellingham, Wash. Scherzinger lives aboard a 41' ketch, "TigerLily."

Therese "Terry" Walker MBA '81 has joined the PSU Alumni Board of Directors and is on the 1996 PSU Weekend planning committee as sponsor chair. Walker is vice president, relationship manager at the U.S. Bank of Oregon in Portland.

'74

Fred Bachofner is executive director of the National Kidney Foundation of Oregon and Southwest Washington. Bachofner previously was vice president at Mecca International. He is active in PSU's Viking Club and was co-chair of its golf scramble for 10 years. He and his family live in Clackamas.

Franklyn Gaast MS retired after teaching in the Camas, Wash., School District for 30 years.

Marlene Bayless Mitchell MS is a fellow of the American Leadership Forum, vice-president of the Oregon Senior Women's Golf Association, and a member of the Reed College Women's Committee. Mitchell is a retired communications specialist with the Portland School District.

Patricia Weber MS is a realtor with Century 21 in Castle Rock, Wash.

'75

Donald Barnd is a captain on the Longview Police Department in Washington. Barnd's duties include administration of the detective unit, crime prevention program, and the Drug Abuse Resistance Education program. He previously was the administrative sergeant for the patrol division.

Analene Leppin-Waterman is owner and agent of a State Farm Insurance office in Silverton. Her husband, Dennis, is a local cattle rancher.

'76

Nancy Phelps Bowen received a Master of Music in piano performance/pedagogy in 1984 and a master's degree in music history in 1985, both from Arizona State University-Tempe. Bowen returned to graduate school in 1991 and earned a Master of English Literature at California State University-Fullerton. She is currently in the Ph.D. program in musicology and medieval studies at the Claremont Graduate School in Claremont, Calif.

James Dunlap is general manager of Eckstrom Industries, a stainless steel pipe and fitting manufacturer and distributor in Vancouver, Wash.

Thomas Kemper is vice president and managing director at Pacific Harbor Capital Inc., a PacificCorp financial services company in Portland.

Susan Love was named statewide Member of the Year of the Women Entrepreneurs of Oregon. Love has three businesses in the Clackamas area. She also serves as treasurer for the Portland Brentwood-Darlington Neighborhood Association and chaired the annual neighborhood cleanup for two years.

Dennis Ross is the director of professional development for the American Public Works Association in Kansas City, Mo. Ross is responsible for managing a major division which provides professional and technical support to the members.

'77

Sharon "Shari" Furtwangler is a teacher at Hawthorne Elementary in Sweet Home. Furtwangler was chosen a Teacher of the Month, an award and recognition from State Farm Insurance. Furtwangler has been in education for 19 years and currently teaches a fourth/fifth grade blended classroom.

Michael Jeffries is owner of Michael's Custom Homes, a contracting business in Bend.

Andrew Merrifield MA is an associate professor of political science and coordinator of the public administration graduate program at Sonoma State University in California. Merrifield teaches graduate courses in public administration and undergraduate courses in political science.

John Mertlich is the regional consulting manager for Catalyst Corporation, a manufacturing systems integration business in Tualatin.

Nancy Ann Peck MSW is a social worker at St. Vincent Hospital and Medical Center in Portland. Peck celebrated the Chinese New Year in Taipei, Taiwan, with **Grace Boys MSW '76**, a social work instructor living there.

John "Dick" Trtek MST is a physics teacher at Lake Oswego High School. Trtek enhances the learning environment in his classes with a collection of 50 to 100 props, which he uses to demonstrate physical properties. Trtek also enjoys writing and hopes to make it a secondary career.

Louis Tupen is a program manager and technical specialist with McDonnell Douglas, an aerospace corporation in Mesa, Ariz.

Cheri Weaver MS teaches fourth and fifth grade at Cedar Oak Park Primary School in West Linn. Weaver was named Oregon's Social Studies Teacher of the Year (1996) by the Oregon Council of Social Studies.

'78

Milton Asher is a premium auditor for Industrial Indemnity Insurance Company in its Anchorage, Alaska, office. Prior to accepting this position, Asher received an Associate in Premium Auditing (APA) designation from the Insurance Institute of America and also qualified for a Continuing Professional Development Award.

Martha Pfanschmidt is an instructor in the art department at Marylhurst College in Portland. Pfanschmidt will attend a low-residency Master of Fine Arts program at Vermont College for the next two years.

Dr. John Vetto is an assistant professor (division of general surgery, section of surgical oncology) at Oregon Health Sciences University. Vetto also is chief for sections of surgical oncology and head and neck surgery at the Portland Veterans Administration Medical Center.

'79

Arthur Buck Jr., owns and operates Tax Services Inc., a small tax and accounting firm with offices in Tualatin and Beaverton. Buck and his wife, Marcie, and their three children make their home in Tualatin.

Carmela Mallon Huang was a Peace Corps worker in Honduras in 1979-1980. Huang also taught English in Taiwan and has travelled around the world.

James Mabbott MS '85 has been named superintendent of the Riverdale School District in Lake Oswego. Mabbott formerly was the assistant superintendent of the Washington County Education Service District where he supervised the business office, data processing, media services, special education, and instructional services.

G. Hossein Parandvash MS '82 is an economist with the Portland Water Bureau. Parandvash lives in Beaverton.

Science, Technology & Society

Portland events, 7:30pm
Schnitzer Concert Hall



Tech Nation

Dr. Moira Gunn

National Public Radio
September 25th in Eugene
September 27th, Portland



Titanic/Deep Sea

Dr. Robert Ballard

Woods Hole Oceanographic Inst.
Friday, October 11th Portland



Global Dreams

Dr. David Suzuki

PBS Host, UBC Geneticist
November 6th in Eugene
November 8th in Portland



What is Life?

with **Dr. Lynn Margulis and Dorion Sagan**

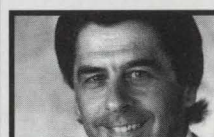
December 4th in Eugene
December 6th in Portland



Designing Our Future

Jean-Michel Cousteau

Oceanographer, Filmmaker
January 24th, 1997



Cosmology of Mind

Dr. Keith Devlin, Stanford

February 12th in Eugene
February 14th in Portland



Mind Made Flesh

Dr. George Lakoff

UC Berkeley
March 11th in Eugene
March 14th in Portland



Technology Future

Craig Mundie

Senior VP, Microsoft
April 11th in Portland



Emergence of Order

Dr. Stuart Kauffman

Santa Fe Institute
May 14th in Eugene
May 16th in Portland



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**For Season Tickets in Eugene Call the
Hult Center Box Office at (541) 687-5000**

ALUM NOTES

Judith Poe is controller at Lewis & Clark College in Portland.

Nader Sabahi is a sales associate and realtor with the Equity Group Inc., in Beaverton.

Rosemarie Torrence is an associate manager for Sterling Property Services Inc., a firm that manages homeowners' associations. Torrence lives in Portland.

'80

Matt Albright is a lieutenant commander with the U.S. Navy. Following six years naval service, Albright attended PSU on the G.I. Bill. Upon graduation he was a navy reserve recruiter, then completed Officers Candidate School and was commissioned in 1984. Albright has served on both FBM and Trident submarines and is attending Marine Command and Staff College in Quantico, Va. He and his wife, Cindy, have three children and celebrated their 25th anniversary in June.

Bruce Czopek MBA is a landscape contractor with Land Design Group in Portland.

Sharon Fitz is a physical education specialist with the Portland Public Schools. Fitz lives in Sandy.

Mary M. Ryan MBA is president of Kaleidoscope Kitchens Inc., a commercial baked goods and food service company in Pleasanton, Calif.

Robert "Bob" Schulz has been elected to the PSU Alumni Board of Directors. He is an innovative funding manager with Portland Parks and Recreation. Schulz and his wife, Vicki, live in Portland.

'81

Caren E. Mullins MS '91 is a humanities teacher at Clear Creek Middle School in Gresham. Mullins teaches a multi-age sixth-through eighth-grade program integrating social studies, writing and literature.

In her spare time, Mullins enjoys photography and travelling.

William Sparling MURP is a senior evaluator with the U.S. General Accounting Office in Washington, D.C.

'82

Jasmar Reddin is owner of Jasmar Reddin, D.C., P.C., a chiropractic clinic in Portland.

Loral Sinn MBA '92 is an escrow officer with TICOR Title in Portland.

'83

John C. Allen MS represented PSU President Judith Ramaley at the investiture of James Moeser as chancellor of the University of Nebraska-Lincoln on April 26, 1996. Allen is an associate professor of rural sociology at the university.

John Chonka MS is president of Hearing Associates Inc., in Ft. Lauderdale, Fla. Chonka is a certified clinical audiologist and has been in private practice for 13 years.

Beverly "Bev" Davis is the director of client relations and business development at Miller, Nash, Wiener, Hager & Carlsen, a law firm in Portland. Davis previously was the principal administrator and marketing director for Tarlow, Jordan & Schrader.

Peggy Falkenstein MPA is a project coordinator for Clackamas Community College's Customized Training and Development Services Department. The department functions as a liaison between the college and private/public sector organizations that are seeking training solutions to help them meet their business objectives. Peggy also is a musician in the band PowerSurge.

Nancy Berg Kuller is an accounting administrator with San Diego Trolley Inc., a non-profit public benefit corporation in San Diego.

Randall MacInnes MS is the librarian and bookstore manager

at Blair Junior College in Colorado Springs, Colo.

Angeline Welch writes that upon her retirement as a psychiatric nurse with the Veterans Administration, she went to Costa Rica as a Peace Corps volunteer. Welch served there from March 1991 through June, 1993. "A wonderful experience," says Welch, who now lives in Ashland and is enjoying retirement and volunteer work.

'84

Dr. Thomas Del Zotto is a doctor of pediatric medicine practicing with Foot & Ankle Associates; Surgery & Treatment in Folsom, Calif.

Anthony "Tony" Gerlicz MST is the head of upper school at Graland Country Day School in Denver.

Stephen Kloser is president of New Vision Productions, a sound and video production company in Bellevue, Wash.

Roger LeSueur earned a master's degree in engineering applications from the Air Force Institute of Technology in 1990 and became a registered professional engineer in the state of Nevada in 1991. LeSueur is employed by the Bureau of Reclamation in Fallon, Nevada, working with the local irrigation district in issues of water management, water conservation, and water measurement.

Pamela Gesme Miller has joined the PSU Alumni Board of Directors and is Seminar Day Chair for PSU Weekend '96. Miller is owner and principal at PGM Consulting. Miller and her husband, Fred, live in Portland.

Edna Mae Pittman MPA '86 received the 1996 Gladys McCoy Volunteer Award in April. Pittman is a student services specialist at Whitaker Middle School in Portland. She is a board member for Portland Youth Philharmonic; coordinator of Whitaker's Young Artists Project; and is the co-founder of North/Northeast Community Mental Health Center. In the 1980s, Pittman was appointed by then-Gov. Vic Atiyeh to

advisory committees addressing child abuse prevention and welfare.

Jacqueline Simpson Richey MBA is the director of finance with Northwest Housing Alternatives, a non-profit housing firm in Milwaukee.

'85

Alexandra Buell is an advisor to Sen. Ron Wyden on natural resources and agricultural. Buell previously worked for the U.S. House Agriculture Committee on natural resources and conservation for three years.

Rebecca "Becky" Washington MPA '95 is an instructional support technician for Steps to Success at Portland Community College.

'86

Michael Bean MT is a senior tax accountant with the Bank of Boston, private bank-tax department in Boston.

Mindy Hackett is an assistant forest planner for the Inyo National Forest in Bishop, Calif. Hackett is responsible for GIS implementation and forest-level analysis. She previously was a forest economist at the Klamath National Forest in Yreka, Calif.

Mary Hammons MSW is a social worker with the Department of Veterans Affairs in Tacoma, Wash.

Margo Lamphere is the all resource reporting coordinator for the U.S. Department of Agriculture Forest Service in Ft. Collins, Colo.

Freda Maston-Omer is a guardianship representative III supervisor with the Guardianship and Advocacy Committee which serves the State of Illinois-Guardian for Disabled Adults. Omer lives in Alton, Ill.

Karen Mueller is a therapist in respiratory care services at Providence Portland Medical Center. Mueller also has responsibilities in pulmonary rehabilitation, pulmonary function and exercise lab, the sleep lab, and

is an instructor for "Open Airways," a program for elementary school children with asthma. Mueller was recognized as PPMC Employee of the Month in April.

'87

LaRoy LaBonte is a juvenile counselor II for the juvenile department of Washington County. LaBonte and his wife, Eva Marie, are involved with the Brief Encounters support group in Hillsboro.

Lourdes "Luly" Sather is president of L.G. Sather Inc., which handles exclusive apparel for big, tall men and tall, slender women. Sather also is president of Intercultural Business Liaison (ICBL), which was developed in collaboration with the PSU School of Business Administration's outreach program. ICBL specializes in cultural linguistics.

Karla Vasks is general manager of TGI Fridays, a chain restaurant in Honolulu.

'88

John V. Fletcher MBA is the regional director of the health services integration division at Providence Portland Health System. Fletcher has been with Providence for 13 years and since 1993 has overseen the region's clinical and health improvement programs.

Mellicent Grocott, who pursued her education "piecemeal" while raising a family, lives in Longview, Wash., and spends her time volunteering at Longview Community Church and travelling. Grocott graduated from PSU one year before her daughter, **Elizabeth Sammons MA '89**. Sammons teaches composition at the University of Portland and Mt. Hood Community College.

Frances Moga MS '91 is owner of Fran Moga, Counseling and Consulting in Beaverton, which assists individuals in the midst of career transition. Moga also conducts regular workshops for

several organizations and businesses throughout Oregon. In addition to her private practice, Moga teaches part-time for both PCC and Clark College. In 1995, she was named an outstanding adjunct faculty member in the human development department at Clark.

Lorrie Pursell is owner of the Pursell Home, a day care center in Seattle.

Jonathan Thies is a system consultant at Intergraph Corporation, a computer graphics firm in Beaverton.

Deanna Trail MT is the owner and special projects manager at Concilium, a corporation for appraisal and valuation services in Portland. Trail serves on the 1996 PSU Weekend planning committee and is chair of the Patron Event.

'89

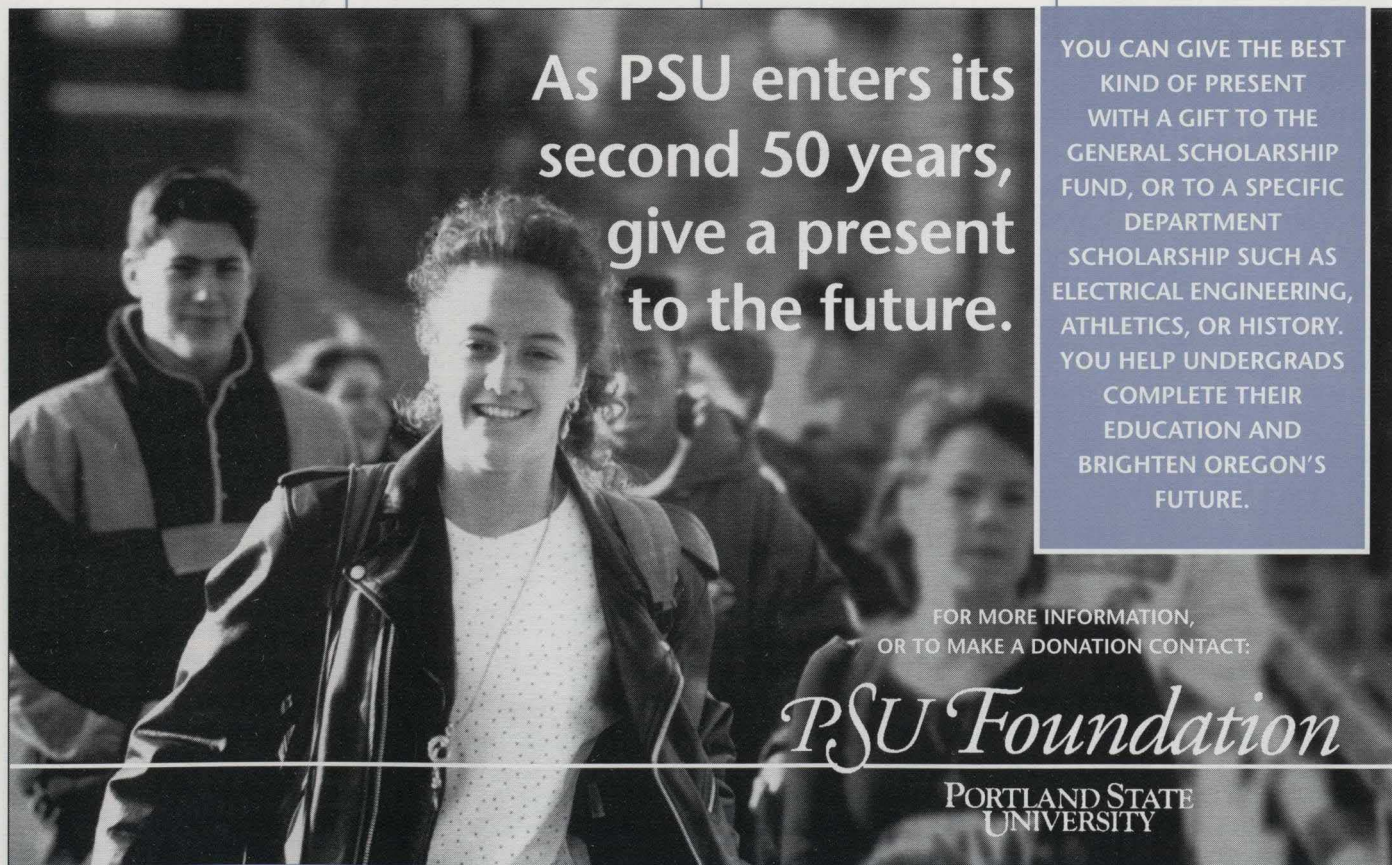
Jack Bofinger is an accountant at Central City Concern, a non-profit housing and detoxifi-

cation organization in Portland. Bofinger writes: "It's great to be working for a company that is helping the community by helping those less fortunate than us." He is writing a book about 'life in general.'

Charles "Chuck" Buzzard MS '94 is a GIS analyst (computerized mapping) for Yakima County in Washington. Buzzard is an avid mountaineer and rock climber.

Katherine Smith Cozby writes: "We homestead and home school in Bush, Alaska. I've found my degree to be very useful in home schooling and in helping to organize cooperation between the public school here and home schooling families. I never thought I'd be using my education in this way, but I love it!"

Lisa Massena is principal at Arnerich, Massena & Associates Inc., an investment management consulting firm in Portland. Massena also is president of the Foundation for Women-Owned Businesses.



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ALUM NOTES

Barbara McGee is president of Home Loans, a mortgage brokerage in Milwaukie. McGee was named 1995 Broker of the Year by the Oregon Association of Mortgage Brokers.

Melinda Nelsen-Loney is a human resources consultant at Legacy Health System in Portland.

Russell Weitz is owner of Skyline Printing, a commercial printing business in Portland.

'90

Gregory Kiser is a district manager with Hollywood Entertainment, a video sales and rental corporation. Kiser lives in El Segundo, Calif.

Narinder "Bobby" Sachdeva is a basic logic coordinator at J.C. Penney in Vancouver, Wash.

Humam Talhami is a design engineer for Nichols Brothers Boat Builders, a boat manufacturer in Freeland, Wash.

Marie Wehage is completing an internal medicine residency at Good Samaritan-Emanuel Legacy hospitals in Portland. Wehage attended the U.S. and China joint conference on women's issues held in Beijing, China, in summer 1995.

'91

Christine Beatty MPA '95 is team leader in medical informatics at Blue Cross of Texas in Richardson, Texas.

Stacey Schultz Ewton MBA is in charge of Planar's fastest growing business, Display Solutions. Planar Display Solutions, located in Beaverton, integrates computers with a wide variety of flat panel displays to target markets where space is constrained.

David Fleer MS is an associate professor of communication and religion at Michigan Christian College in Rochester Hills, Mich.

Jeanne Morrison Galarneau is a graphic designer with Direct Marketing Solutions Inc., in

Portland. Galarneau previously worked in retail advertising for Fred Meyer and Thrifty-Payless Drug stores.

Melanie Mathieson is a workers compensation specialist at Cascade General Inc., a marine repair business in Portland.

Claire McDonald MPA is owner of CM Research Services, a health care research company in Everett, Wash. McDonald formerly worked for the U.S. Department of Veterans Affairs.

Carmen Morgan MBA is an associate professor in the department of management at the Oregon Institute of Technology in Klamath Falls.

Robyn Phillips MS is a patent attorney with Workman, Nydegger & Seeley in Salt Lake City.

Debra Reeves is an operating room nurse at the Oregon Health Sciences University hospital. Reeves graduated from the OHSU school of nursing in 1995.

Carrie Smith is manager of government programs at Providence Health Plans in Portland. Smith manages the Oregon Health Plan and Medicare programs, as well as

regulatory compliance for other lines of business.

'92

Ryan T. Brown is a residential real estate property tax assessor for Marion County. Brown lives in Salem.

David Curtis is the credit manager at Whirlpool Financial, a financial services firm in Benton Harbor, Mich.

Douglas Huff BS '94 is a student and adjunct instructor at Hawaii Pacific University in Honolulu. Huff is working on a joint master's degree: an MBA with a concentration in international business and management and an MA in human resource management and organizational change.

Barbara Telfer is a library paraprofessional at The Dalles/Wasco County Library in The Dalles. Telfer also is secretary of the Wasco County Historical Society, serves on the staff of the *Wasco County Historical Society Quarterly*, and is the editor of the *Library Friends News*.

Sean Vanderdasson is a marketing business analyst at Express Scripts, a pharmacy benefit

management company in Maryland Heights, Mo.

Cameron Vaughan-Tyler has been elected to the PSU Alumni Board of Directors and serves on the PSU Weekend '96 committee as publicity chair. Vaughan-Tyler is chief of staff for Multnomah County Commissioner Dan Saltzman. Vaughan-Tyler and her husband, **Lee Tyler** '81, live in Portland.

Nita Ornelas Werner is the controller and partial owner of Ornelas Enterprises Inc., in Hillsboro. OEI is a contract electronic and mechanical assembly company that was recently named one of the top 100 fastest growing privately owned businesses in the Portland metro area. Her husband, **Chris Werner**, is a residential real estate assessor for Washington County. The Werners live in Aloha.

Emma Jean Williams MUS, PhD '95 has accepted the position of assistant professor of criminal justice at Fayetteville, N.C.

'93

Bruce Burk MS was awarded the Montana Muscular Dystrophy Association Personal Achievement Award and is one of 50 nominees for the national award. Burk is studying for a doctorate in education at the University of Montana and is editor and publisher of a small town newspaper, the *Lolo Peak News*. He lives with his family in Lolo, Mont.

Judy Corona is a bilingual sixth-grade teacher at Whiteaker Middle School in Keizer. Corona received a master's degree from Willamette University in 1995.

Monica Garland is the accounting manager at Peter Jacobsen Productions Inc., a sports promotions company in Beaverton. Garland's responsibilities include financial reporting, accounting staff supervision, and payroll and human resources administration.

Children of alumni sought for scholarship

The Alumni Board of Directors is happy to announce the funding of a second Jane Wiener Memorial Alumni Scholarship.

The full-tuition scholarship is for the son or daughter of a PSU alum and is renewable for up to 15 terms of study. The award is based on financial need, undergraduate status, and requires a minimum 2.5 GPA.

For an application packet, please contact Jennifer Wheeler, assistant director of Alumni Relations, Portland State University, P.O. Box 751, Portland, OR 97207, or call (503) 725-5073. Deadline for applications is November 30, 1996.

Mark Katzenmeyer is the medical services coordinator for Clark County, Wash.

Katzenmeyer's duties include determining local needs in preventing injuries, developing public education programs and measuring program effectiveness. He previously was a case manager with Oregon Social Services.

Kristine Johansson Sarkkinen is personnel manager at Arrow Construction, a general contracting and residential framing company in Battle Ground, Wash. Sarkkinen and her husband, Bert, have two children.

Eric Watson is an engineer-in-training with Miller Consulting Engineers in Portland. Watson writes that since his daughter, Tate Elizabeth, was born "life has changed drastically! Change-feed-play and sleep over and over! What a joy!"

Shari Wright is a product support specialist (marketing) with AT&T Wireless Services in Portland.

'94

Robbyn Bailey is the first full-time female police officer with the city of Warrenton. Bailey formerly was a school safety officer for the Washington County Sheriff's Office and last summer was a D.A.R.E. camp coordinator for the Tualatin Hills Park and Recreation District.

Goy Brady is publisher of Crown Point Publishing Inc., a financial publication. Brady lives in Portland.

Diana Moland Carter is a provider relations representative with Providence Health Plans, a worker's compensation managed care corporation in Portland.

Lynne Puhalla is a kitchen designer with Home Depot, a home center in Portland.

Bernice "Irene" Stagner is administrator of Crawford House, an assisted living facility in Kelso, Wash. Stagner has completed a post-graduate certificate in gerontology and

is enrolled in a master's degree program.

Ruth Stevenson MS '95 is a structural engineer at Albert Kahn Associates Inc., an architectural and engineering firm in Detroit, Mich.

Robert Wheeler is a representative for Prudential Insurance and Financial Services in Portland. Wheeler passed the tests for Series 7 brokers license, life and health, and small group health licenses. He previously worked for IDS Financial Services.

Duvel White is a medical service corps officer with the U.S. Army and is stationed at Ft. Hood, Texas.

'95

Susan Alin MS is a school counselor at McMinnville High School.

Terence Badger is a second-year graduate student in the archives and records management program through the history department at Western

Washington University. Badger lives in Bellingham, Wash.

Ann Hilton Cavanaugh MBA is a partner at Smith-Bates Printing, a commercial printing and graphic design business in Klamath Falls.

Madeline "Carol" Craig is the public information manager for fisheries resource management at the Yakama Indian Nation in Toppenish, Wash. Craig writes, edits, takes photographs, and publishes a monthly newsletter, *Sin-Wit-Ki* (translates to "all life on earth"), which is distributed to tribal fisheries. She also contributes news stories to the tribal newspaper, *Yakama Nation Review*, and *News From Indian Country*, a national tribal newspaper. Craig visits public schools throughout Washington discussing tribal treaty fishing rights and culture of the Yakama Nation.

Jodi Del Mar is an accountant at Emerald Resource Management, a commercial fishing business in Seattle.

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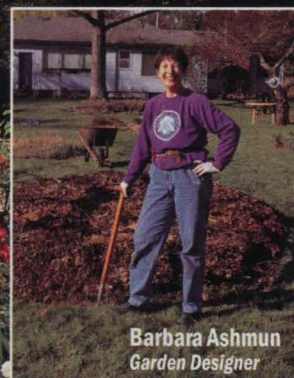
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Barbara Ashmun
Garden Designer

ALUM NOTES

Keith Dockery MS is a doctoral candidate in pharmacology at Tulane University in New Orleans.

Patrick Gortmaker is responsible for contract bids at Kalberer Food Service Equipment, a restaurant equipment dealer and design fabricator in Portland.

David Hunter is owner of D.D. Hunter's Forestry Works in Gaston. The company's services

include firewood sales, pruning, and yard debris removal.

Junko Kawamonzen is an assistant editor with Skies America International Publishing & Communications in Beaverton.

Kay Mary Klaver is vice president of operations at S-K Originals, a luxury craft business in Portland. The firm creates and produces specialized wedding accessories, reusable gift wrapping, and personalized gifts.

Olga Korotkih is a medical technologist at Health First Medical Group in Portland. Korotkih has been certified by the American Society of Clinical Pathologists and the National Certification Agency.

Mary Ellen Nardone MS is the library media specialist at Bethany Elementary School in Beaverton.

Wendy Papkoff is a technical representative in retail support at Reflective Technologies in Beaverton. The company makes

reflective fabric which is sold to manufacturers of sportswear.

Susan Ruzicka is shift supervisor at Infotec Development Inc., a geospatial services business in Portland.

Martin Snell MPA is the city planner for Camas, Wash. Snell formerly was the planning director for Washougal, Wash.

Timothy Thomas is a senior staff engineer for Etec Corporation in Beaverton. Etec manufactures equipment which is used for generating masks and reticles utilized in the semiconductor industry.

Amy Wheatcroft is administrative assistant to the vice-president at Rodda Paint Company in Portland. Wheatcroft writes that she will be travelling worldwide for two years (1996-98).

'96

Richard Bash MS is at Indiana University School of Law in Indianapolis. Bash also is simultaneously completing his dissertation for a Ph.D in public administration and policy at PSU. His dissertation focus is on terrorism/counterterrorism and how it relates to the militia movement. Bash will be incorporating specific legal issues into his dissertation and plans to return to the Portland area when he completes law school.

Dean Boyer MBA is coordinator of PSU Southeast Portland Business Outreach Center. The center offers counseling and practical assistance to persons who are starting or running a small business.

Mario Forte MS is a civil engineer with the Department of Army Corps of Engineers. Forte will earn his commission in Europe, designing and working on U.S. embassies. □

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It's elementary

A combination elementary school and housing structure is on the drawing board for the University District. By Brian White

An elementary school—Portland's first new grade school in more than 20 years—may open in 1998 right on the Portland State campus.

Plans are jelling to construct a combination elementary school and college student housing structure on a 1-1/2 block site just south of Market Street, between SW 10th and 12th avenues. The project is another example of PSU's partnering for University District development—in this case, with Portland Public Schools and College Housing Northwest Inc., a nonprofit organization that builds and manages student housing.

The project is likely to happen, according to all three partners, but funding, feasibility studies, and final legislative approval are still months away.

What everyone would like to see is an elementary school that serves 350 kindergarten to fifth-grade students. The student pool would likely come from both outside the downtown area and from the increasing number of families living downtown.

The closest elementary school to the proposed project is Ainsworth, about a mile away in the Portland Heights neighborhood. Portland Public Schools has not built a new elementary facility since 1971, when Clarendon was constructed in north Portland. The school district does have plans, according to spokesman Lew Frederick, to build elementary schools in the growing Forest Heights area and the soon-to-be developed River District residential area just north of downtown.

The likely site for the new school is directly across the street from the Helen Gordon Child Development Center, Portland State's laboratory preschool and day care program. The University is exploring the possibility,

with Portland Public Schools, of making the new elementary school a campus laboratory for students in the School of Education.

Building a housing structure that is physically linked to the school or connected via a courtyard is what makes the project unique. It would include from 110 to 270 units, many of them designed for young couples or couples with children. Street-level retail shops may also be incorporated into the structure. Rounding out the project would be 100 parking spaces.

Such combination housing-school structures are common in Europe and in densely populated cities such as New York and San Francisco, but are rare in the Northwest.

"This is exactly the type of project that Portland is looking to do," says architect David Hyman, associate principal of BOORA Architects. "This is right in line with such plans as Metro's 2040 Plan and the city of Portland's Central City 2000 plan to provide more affordable housing in the downtown core area."

BOORA has been hired to provide principal architectural and design services for the project.

The project would help PSU meet its goal for more student housing and parking, and would also help shape a northern entrance to the PSU campus. A proposed streetcar line running along 11th Avenue (see accompanying story) is also helping to bring prominence to this side of campus.

"Housing is almost always the primary generator of other service businesses and activities in a neighborhood," says Hyman. "This project, coupled with the presence of the streetcar, could spur other development in the area." □



To school by streetcar

Construction of a streetcar line connecting Portland State to the Pearl District and northwest Portland is one step closer to reality. The U.S. Senate recently approved \$6 million toward constructing the \$40 million project. The new funding came about through the efforts of Oregon Sen. Mark O. Hatfield.

The proposed streetcar line would run from the residential and retail areas of northwest Portland (beginning at Good Samaritan Hospital) to PSU along 11th Avenue. This puts the line right next to the proposed elementary school and new housing project.

Portland Streetcar Inc., a nonprofit group of business and civic leaders, is working hard to raise additional private and public funding for the line, which it hopes to have running as early as 2000.

PORTLAND STATE NOW PLAYS DIVISION I

REMAINING 1996 HOME FOOTBALL SCHEDULE

Date	Opponent	Time
Oct. 12	UC Davis	7:05
Oct. 19	Weber State*	7:05
Nov. 2	Sacramento State*	7:05
Nov. 16	Idaho State*	7:05

* Big Sky Conference game

MEN'S BASKETBALL IS BACK! 1996 SCHEDULE

Date	Opponent	Time
ROSE GARDEN HOME GAMES		
Nov. 10	Chinese National Team*	12:05
Dec. 4	Oregon	7:05
Jan. 16	Montana*	7:05
Jan. 18	Montana State*	7:05
Jan. 25	Eastern Washington*	7:05
Jan. 29	Southern Oregon	7:05
Feb. 3	Weber State*	7:05
Feb. 6	Sacramento State*	7:05
Feb. 13	Northern Arizona*	7:05
Feb. 15	Cal State-Northridge*	7:05

PSU GYM HOME GAMES

Nov. 15	Blue Angels*	7:05
Dec. 17	Eastern Oregon	7:05
Dec. 28	Whitman	7:05
Jan. 11	Idaho State*	7:05

* Big Sky Conference game

▲ Exhibition Game

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